

# **Maharashtra One District One Product (ODOP) Booklet**

**Export Promotion Initiative**

**Directorate of Industries  
(Export Division),  
Industries Department,  
Government of Maharashtra**

**March 2022**



**Industries Department  
Government of Maharashtra**



# Message



Maharashtra is one of the leading industrial state in the country. Maharashtra plays a vital role in exports with a contribution of 22.7% of total India's exports. Maharashtra is always a preferred destination for investors, contributing total of 28% FDI in India. The state has a well-developed industrial ecosystem to promote entrepreneurship. To steer industrial development towards high-tech emerging sectors, 15 thrust sectors have been identified in New Industrial policy 2019. Along with the industrialization, Maharashtra has the rich entrepreneurship culture and natural advantage of geographically diverse regions owing to which, every district of the State has some distinct and unique Industrial & Agro based products which are now being promoted under "One District One Product (ODOP)" initiative

The prime objective of the "One District One Product (ODOP)" initiative is to strengthen the linkages, promote the in-scale production and branding of ODOP products. The ODOP initiative helps in focusing the strength of region and enables to explore further business opportunities benefiting every stakeholder in the value chain and supply chain. All "36 Districts" of Maharashtra have already identified with 131 exclusive products. State government will further boost this initiative by integration of schemes with a collaborative approach.

I extend my best wishes for this exclusive initiative.

**Baldev Singh, IAS**

Hon'ble Additional Chief Secretary (Industries), Maharashtra

# Message



Maharashtra has always been at the forefront of India's exports and has been on an upwards trajectory since then. The Major exports from Maharashtra include gems & jewellery, machinery and equipment, pharmaceutical products, IT, iron and steel, vehicles and parts/accessories, cotton, and Agro-produce.

The state's enabling ecosystem for entrepreneurship further helps in creating significant business opportunity. The ODOP is an initiative taken by state government to further leverage the strength of each district characterised by unique features. Each District has more than one or more products that have significant presence in the District with a total of 131 ODOP products identified under this initiative.

It is an honour to launch the ODOP handbook prepared by Directorate of Industries on the occasion of Export Awards 2022. The ODOP initiative is operationally merged with 'Districts as Export Hub' (DEH) initiative to strengthen exports from all the Districts. Further Maharashtra is the leading state to launch the Export Guidebook which refers to the complete procedure to become an exporter, information on thrust sectors of Maharashtra, information on all Export Promotion Councils and relevant Government schemes related to export.

This initiatives will promote the industries from each District, help the entrepreneurs reach the maximum potential, and contribute in recognising each District at the international level.

I would like to share my best wishes to the GM DICs and team who are implementing the ODOP scheme at the District level with all the efforts.

**Dr. Harshadeep Kamble, IAS**

Hon'ble Development Commissioner (Industries) & Export Commissioner,  
Maharashtra

# Preface

The Department of Commerce through DGFT is engaging with Central and State government agencies to promote One District One Product (ODOP) initiative operationally merged with 'Districts as Export Hub' initiative. ODOP is an initiative which is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship, taking us to the goal of Atma Nirbhar Bharat.

The objective is to convert each District into an Export Hub by identifying products with export potential in the District, addressing bottlenecks for exporting these products, supporting local exporters/manufacturers to scale up manufacturing, and find potential buyers outside India with the aim of promoting exports, promoting manufacturing & services industry in the District and generate employment in the District. There may be more than one cluster of ODOP products in one district.

Under the initial phase of the ODOP programme in Maharashtra, more than 131 Products have been identified from all 36 districts of the State. Maharashtra Export Promotion Council (MEPC), District Export Promotion Councils (DEPC), and Taskforce committees have been constituted and functional since 2019 to facilitate Export Promotion in the State. DEPCs will provide the framework for value chain development and alignment of support infrastructure through knowledge collaterals such as District Export Action Plan for each district, Export Guidebook, Export Policy, Thrust Sector profiles and ODOP Product Profiles.

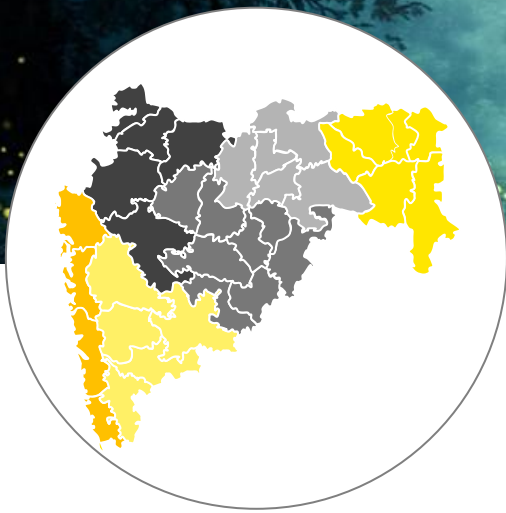
The ODOP Booklet highlights the strengths of ODOP products from all the districts of Maharashtra for promotion of exports.

**Suresh Londhe**

Joint Director of Industries (Export Division), Maharashtra

# Contents

<b>Introduction</b>	<b>9</b>
<b>Konkan Region</b>	<b>11</b>
Mumbai district	12
Mumbai Suburban district	13
Thane district	14
Palghar district	15
Raigad district	16
Ratnagiri district	17
Sindhudurg district	18
<b>Pune Region</b>	<b>19</b>
Pune district	20
Kolhapur district	21
Solapur district	22
Satara district	23
Sangli district	24
<b>Nashik Region</b>	<b>25</b>
Nashik district	26
Jalgaon district	27
Ahmednagar district	28
Dhule district	29
Nandurbar district	30
<b>Aurangabad Region</b>	<b>31</b>
Aurangabad district	32
Beed district	33
Jalna district	34
Osmanabad district	35
Nanded district	36
Parbhani district	37
Latur district	38
Hingoli district	39
<b>Nagpur Region</b>	<b>40</b>
Nagpur district	41
Wardha district	42
Gondia district	43
Bhandara district	44
Chandrapur district	45
Gadchiroli district	46
<b>Amravati Region</b>	<b>47</b>
Amravati district	48
Yavatmal district	49
Akola district	50
Buldhana district	51
Washim district	52
<b>ODOP Promotion Strategy</b>	<b>53</b>
<b>Invest in Maharashtra</b>	<b>56</b>



## Introduction

Maharashtra is the most industrialised state in India and the state's capital, Mumbai is India's financial and commercial hub. The state has played a significant role in the country's economy in the terms of agricultural and industrial production, trade and transportation, and education. The economy of Maharashtra is the largest in India with 14.2% contribution to the country's GDP. Maharashtra, one of the leading states for Exports in India with USD 58.40 Bn (INR 4,31,699.84 crore) Exports in FY 2020-21 (20% of India exports).



One District One Product (ODOP) initiative is aimed to select, brand and promote identified products from each district of Maharashtra. Under this initiative, the state government has identified 131 products from 36 districts. All the districts of the state are covered under the 'Districts as Export Hub' initiative. Detailed District Export Action Plan for all districts has been prepared to identify diversification opportunities for exports, soft and hard infrastructure requirement, and short, mid and long-term strategy for implementation. The state is also focusing on promotion of Geographical Indicator (GI) tagged products from each district.



For ODOP initiative, the state government is focusing on holistic socio-economic growth across all regions of Maharashtra by attracting investments and employment generation in all the districts. Efforts for strengthening districts by innovation/ use of technology to make them competitive with domestic as well as international market. Further the DEPCs constituted at district level are conducting activities like Outreach programs, Export Haats, Stakeholder consultations, Knowledge sessions organized for ODOP products at district level to encourage export in all districts.

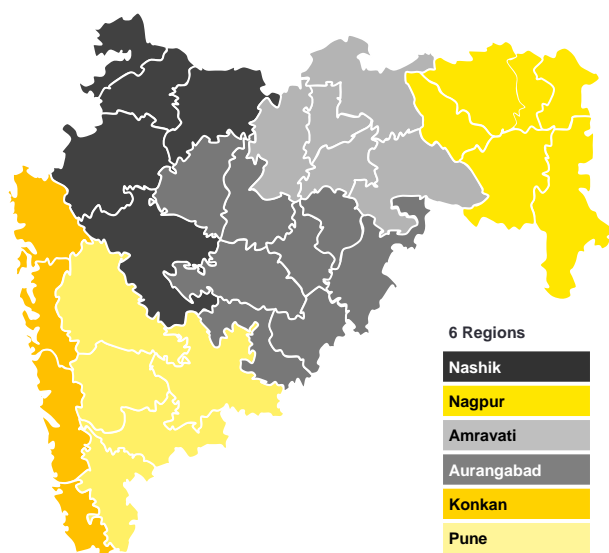


This ODOP booklet is an attempt to highlight the identified 131 export potential products from all 36 district from 6 regions of Maharashtra under ODOP programme by creating awareness about the rich resources with export potential for the State and also help in branding and promotion of local products at district, state, national and international level.



# List of ODOP Products from Maharashtra

No.	District	Region	Product Name
1	Nashik	Nashik	Nashik Valley Wine
2	Nashik	Nashik	Nashik Grapes
3	Nashik	Nashik	Raisin
4	Nashik	Nashik	Paithani Sarees and Fabrics
5	Nashik	Nashik	Lasalgaon Onion
6	Nashik	Nashik	Electrical components
7	Nashik	Nashik	Automobile
8	Nashik	Nashik	Pharmaceutical
9	Ahmednagar	Nashik	Pomegranate
10	Ahmednagar	Nashik	Dairy Products
11	Ahmednagar	Nashik	Sugar
12	Ahmednagar	Nashik	Jaggery and By-products
13	Dhule	Nashik	De-Oil cake
14	Dhule	Nashik	Cotton seed Oil
15	Dhule	Nashik	Textile
16	Jalgaon	Nashik	Plastic (PVC pipes)
17	Jalgaon	Nashik	Gold ornaments
18	Jalgaon	Nashik	Jalgaon Banana
19	Jalgaon	Nashik	Banana products
20	Jalgaon	Nashik	Jalgaon Bharit Brinjal
21	Nandurbar	Nashik	Sugar
22	Nandurbar	Nashik	Textile
23	Nandurbar	Nashik	Chilli powder and masala
24	Nandurbar	Nashik	Navapur Tur Dal
25	Mumbai	Mumbai	Gems and Jewellery
26	Mumbai	Mumbai	Leather
27	Mumbai Suburban	Mumbai	Gems and Jewellery
28	Thane	Konkan	Imitation Jewellery
29	Thane	Konkan	Garment and textile
30	Thane	Konkan	Engineering
31	Thane	Konkan	Chemical
32	Raigad	Konkan	Iron and Steel
33	Raigad	Konkan	Fish and Fish processing
34	Raigad	Konkan	Chemical
35	Raigad	Konkan	White Onion
36	Ratnagiri	Konkan	Ratnagiri Alphonso
37	Ratnagiri	Konkan	Vengurla Cashew
38	Ratnagiri	Konkan	Fisheries
39	Ratnagiri	Konkan	Ratnagiri Kokum
40	Ratnagiri	Konkan	Mango processing
41	Ratnagiri	Konkan	Cashew processing
42	Sindhudurg	Konkan	Sindhudurg Kokum
43	Sindhudurg	Konkan	Devgad Alphonso Mango
44	Sindhudurg	Konkan	Vengurla Cashew
45	Sindhudurg	Konkan	Mango processing
46	Sindhudurg	Konkan	Coir pith and Coir Yarn
47	Sindhudurg	Konkan	Fisheries
48	Sindhudurg	Konkan	Cashew processing
49	Palghar	Konkan	Dahanu Gholvad Chikoo
50	Palghar	Konkan	Warli painting
51	Palghar	Konkan	Fisheries and Marine Products
52	Pune	Pune	Automobile (2,3,4 Wheeler)
53	Pune	Pune	Auto components
54	Pune	Pune	Electricals and Electronics
55	Pune	Pune	Engineering
56	Pune	Pune	IT and ITES
57	Pune	Pune	Purandar Fig
58	Pune	Pune	Pharmaceutical
59	Satara	Pune	Waghya Ghevada
60	Satara	Pune	Ghongadi (Blanket)
61	Satara	Pune	Strawberry
62	Satara	Pune	Turmeric
63	Satara	Pune	Ginger
64	Satara	Pune	Kandi Pedha
65	Sangli	Pune	Raisins
66	Sangli	Pune	Grapes
67	Sangli	Pune	Turmeric
68	Sangli	Pune	Readymade Garments
69	Sangli	Pune	Starch
70	Sangli	Pune	Pump Spares
71	Sangli	Pune	Food Processing
72	Kolhapur	Pune	Kolhapur Jaggery
73	Kolhapur	Pune	Kolhapuri Chappal
74	Kolhapur	Pune	Engineering
75	Kolhapur	Pune	Textile
76	Kolhapur	Pune	Silver Ornament
77	Solapur	Pune	Solapur Chaddar
78	Solapur	Pune	Solapur Terry Towel
79	Solapur	Pune	Pomegranate
80	Solapur	Pune	Mangalwedha Jowar

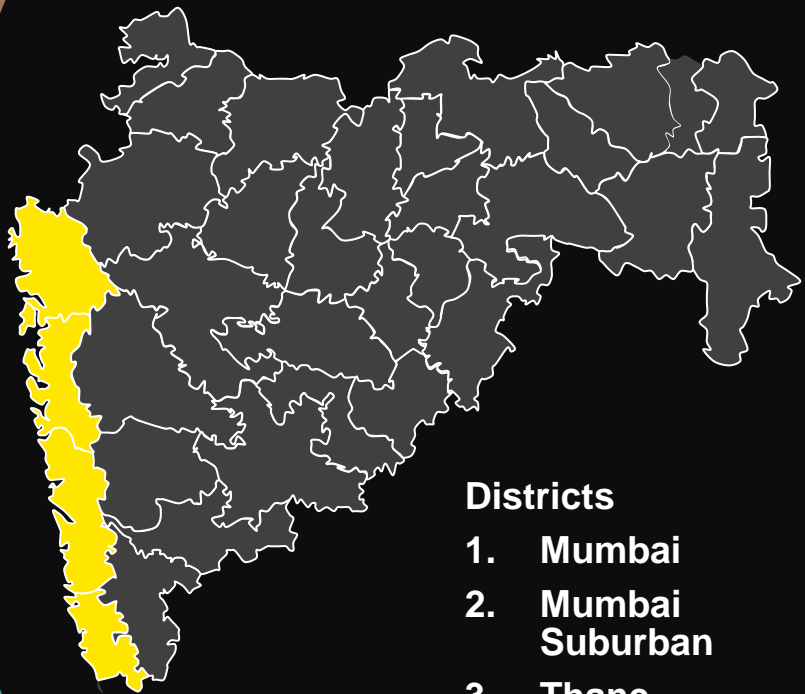


No.	District	Region	Product Name
81	Solapur	Pune	Chemical
82	Solapur	Pune	Engineering
83	Aurangabad	Aurangabad	Paithani Sarees and Fabrics
84	Aurangabad	Aurangabad	Marathwada Kesar Mango
85	Aurangabad	Aurangabad	Himroo shawl
86	Aurangabad	Aurangabad	Auto components
87	Aurangabad	Aurangabad	Maize
88	Beed	Aurangabad	Beed Custard Apple
89	Beed	Aurangabad	Cotton
90	Beed	Aurangabad	Cotton seed Oil
91	Jalna	Aurangabad	Jalna Sweet Orange
92	Jalna	Aurangabad	TMT Steel Bars
93	Jalna	Aurangabad	Onion seed processing
94	Osmanabad	Aurangabad	Khawa (Khoaya)
95	Osmanabad	Aurangabad	Gram
96	Osmanabad	Aurangabad	Grapes
97	Nanded	Aurangabad	Soyabean and Soyabean products
98	Nanded	Aurangabad	Turmeric
99	Nanded	Aurangabad	Banana
100	Latur	Aurangabad	Soyabean and Soyabean products
101	Latur	Aurangabad	Pulses
102	Latur	Aurangabad	Banjara ornaments
103	Hingoli	Aurangabad	Turmeric
104	Parbhani	Aurangabad	Gram (Harbhara)
105	Parbhani	Aurangabad	Sugarcane
106	Parbhani	Aurangabad	Cotton
107	Parbhani	Aurangabad	Sorghum
108	Parbhani	Aurangabad	Jaggery
109	Amravati	Amravati	Orange
110	Amravati	Amravati	Cotton and Cotton seed Oil
111	Washim	Amravati	Soyabean products
112	Buldhana	Amravati	Cotton ginning and pressing
113	Akola	Amravati	Cotton ginning and pressing
114	Akola	Amravati	Pulses
115	Yavatmal	Amravati	Cotton ginning and pressing
116	Yavatmal	Amravati	Dolomite and Limestone
117	Nagpur	Nagpur	Nagpur Orange
118	Nagpur	Nagpur	Karvath Kati Sarees & Fabrics
119	Nagpur	Nagpur	Bhiwapur Chilli
120	Nagpur	Nagpur	Cotton & processing
121	Nagpur	Nagpur	Agarbatti
122	Chandrapur	Nagpur	Bamboo
123	Chandrapur	Nagpur	Bamboo article
124	Gadchiroli	Nagpur	Bamboo
125	Gadchiroli	Nagpur	Bamboo article
126	Bhandara	Nagpur	Rice
127	Gondia	Nagpur	Rice
128	Gondia	Nagpur	Bamboo article
129	Wardha	Nagpur	Waigaon Turmeric
130	Wardha	Nagpur	Cotton ginning and pressing
131	Wardha	Nagpur	Pulses



# Konkan Region

*Highest exporting region from state with an advantage of a 720 km long coastline and suitable climatic condition for agriculture and Industrial sector.*



## Districts

1. Mumbai
2. Mumbai Suburban
3. Thane
4. Palghar
5. Raigad
6. Ratnagiri
7. Sindhudurg



## Mumbai District ODOP

Mumbai is the commercial and entertainment capital of India. It is also one of the world's top 10 centers of commerce in terms of global financial flow, generating 5% of India's GDP. Fishery is the only farm sector activity in the district.



ODOP Products	HSN Code	District Hubs
Leather products	4202, 6404, 6405, 4205, 6403,	Dharavi and Deonar
Gems and Jewellery	7113	Zaveri Bazar, Lal Baug, and Girgaon

### Leather

- ▶ Mumbai district Leather Export in FY 2021-22 (till January 2022) is 230.81.
- ▶ Mumbai district contributed 43.34% to Maharashtra Leather Export in FY 2021-22 (till January 2022) of INR 532.61 crore. Total India Leather Export is INR 23816.17 crore with Maharashtra contribution of 2.24%.
- ▶ Leather Belts, Bags, Jackets, Footwear, etc. are manufactured in the district.
- ▶ The industry is supported by abundance availability of raw materials with access to 20% of world's cattle and buffalo and 11% goat and sheep population in India.

### Gems and Jewellery

- ▶ Maharashtra exported gold jewellery worth INR 27227.60 crore in FY 2021-22 (till January 2022), which contributed 75.32% to India's total gold jewellery export share.
- ▶ Mumbai district exported gold jewellery worth INR 23591 crore in FY 2021-22 (till January 2022), which contributed 87.63% of the State's total gold jewellery export share.
- ▶ Mumbai district is famous for manufacturing of Gold jewellery set with diamond, pearls, precious and semi-precious stones.
- ▶ Zaveri Bazar, one of Asia's oldest and biggest jewellery market in Mumbai with 65% of all gold trading in India estimated to originate from the market. It is spread in 247 acre houses more than 10,000 large as well as small scale individual units. Zaveri Bazar is more focused on handmade jewellery which is traditionally being made by Karigars (Artisans). Sewri (Lower Parel) houses larger units which focuses more on machine made jewellery.

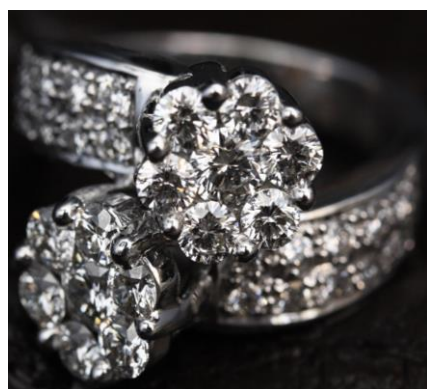
### Mumbai District USP

- ▶ Connectivity with major national highways – NH-3, NH-4, NH-8, NH-17 and NH-22.
- ▶ Presence of International Airport and Air Cargo facilities
- ▶ Nearby Ports including Nhava Sheva and Mulund ICD.
- ▶ Availability of workforce in Mumbai city with presence of more than 7000 MSMEs.
- ▶ Mumbai is the financial hub and is the largest exporter of gems and jewellery from India.



## Mumbai Suburban District ODOP

Mumbai Suburban district is densely populated (constitutes 8.33 per cent of Maharashtra population). The district is a part of Mumbai City and has presence of innumerable multinational companies, domestic and foreign banks, financial institutions, etc.



ODOP Products	HSN Code	District Hubs
Gems and Jewellery	7102	BKC Bandra, SEEPZ Andheri, Dahisar and Malad

### Gems and Jewellery

- ▶ Maharashtra exported diamond worth INR 90851.6 crore in FY 2021-22 (till January 2022), which contributed 58.81% to India's total diamond export share. 70% of the Maharashtra state gems and jewellery is exported to USA and Hong Kong.
- ▶ Mumbai Suburban district exported diamond worth INR 77291.4 crore in FY 2021-22, which contributed 85% to the State's total diamond export share.
- ▶ India is world's largest cutting and polishing centre for diamonds and exports, 95% of the world's diamond. Mumbai is India's most important diamond cutting and polishing centre.
- ▶ Bharat Diamond Bourse (BDB) in BKC Bandra, Mumbai is the largest Diamond Bourse in the world. BDB in around 20 acre of land contains 2,500 small and large diamond traders in addition to other service providers related to gems and jewellery trade and generates an employment of 60,000 people. It is a major trading and business centre for diamond trading with 90% trade happening from Mumbai.
- ▶ Santacruz Electronics Export Processing Zone (SEEPZ) SEZ, Mumbai is spread across 111 acre in center of city and contributes to almost 30% of the jewellery exports of the country.

### Mumbai Suburban District USP

- ▶ Connectivity to major national highways – NH-3, NH-4, NH-8, NH-17 and NH-22.
- ▶ Presence of International Airport and Air Cargo facilities.
- ▶ Nearby Ports including: Nhava Sheva and Mulund ICD.
- ▶ Presence of dedicated Institutes in the district for Gems and Jewellery Sector – 1)The Gemological Institute of India has state of the art laboratory facilities for colour stone identification, geographical origin determination, diamond grading, grading of diamond studded Jewellery and R&D facility. 2) The Indian Institute of Gems & Jewellery is one of its kind in the Country and has been setup for skill development and necessary support and guidance for entrepreneurs.
- ▶ Presence of headquarters of Gems and Jewellery Export Promotion Council (GJEPC) to promote Gems and Jewellery trade.
- ▶ The largest gems and jewellery tradeshows IJJS and IJJS Signature are also held annually in Mumbai attracting more than 10,000 visitors from the industry.



## Thane District ODOP

Thane is the third most industrialised district in the State. The main manufacturing industries of district are Drugs, Textiles, Adhesives, Plastics, Rubber, Steel, Pharmaceuticals, Engineering, Fertilizers, Electronics, Chemicals and Iron & Steel., Imitation Jewellery etc.



ODOP Products	HSN Code	District Hubs
Imitation Jewellery	71179090, 71171910, 71171990	Mira road, Bhayandar
Garment and textile	63023100, 62114290, 62034990,	Bhiwandi
Engineering	84137091, 84773000, 84807900	Ambernath MIDC, TTC MIDC, Dombivali MIDC
Chemical	29241900, 29242990, 29420090	Ambernath MIDC, Dombivali MIDC

### Imitation Jewellery

- ▶ Maharashtra ranks first in exporting Imitation Jewellery from India (one of the largest in the world).
- ▶ Imitation jewellery exports from Thane is around INR 34 crore contributing 10.43% of total exports from State (INR 325.55 crore) in FY 2021-22 (till January 2022)

### Garment and Textile

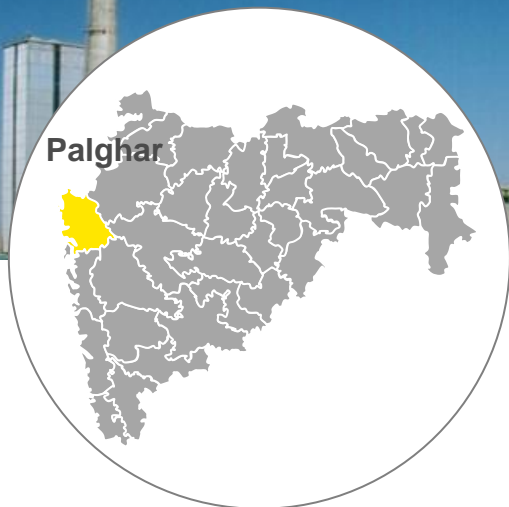
- ▶ Thane district is one of the top exporters of garment and textile from Maharashtra state.
- ▶ Exports from Thane under Hs code 62, 63 is INR 2172 crore contributing around 20% of sector exports from Maharashtra (INR 10925 crore) in FY 2021-22 (till January 2022).

### Engineering

- ▶ Thane district has a major SEZ for Engineering sector. District is famous for Exporting engineering products.
- ▶ Thane district exported Engineering products (HS 84) around INR 2000 crore contributing around 7.5% of State exports from the sector (INR 40002 crore) in FY 2021-22 (till January 2022).

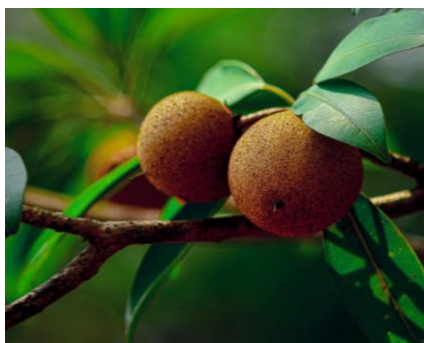
### Chemical

- ▶ Maharashtra ranks 2<sup>nd</sup> in Chemical exports from India. Chemical exports from Thane is INR 4297 crore contributing 19% of sector exports from Maharashtra (INR 22,599 crore) in FY 2021-22 (till January 2022).



## Palghar District ODOP

Palghar district has India's first atomic power plant located at Tarapur. It has Maharashtra's largest fishing port at Satpati. Palghar district is also famous for Warli Painting. Proposed new major port at Vadhavan in Palghar is going to be one of the country's major port.



ODOP Products	HSN Code	District Hubs
Dahanu Gholvad Chikoo	08109030	Dahanu, Bordi, Talasari, Gholvad
Warli Painting	97011090	Jawar, Mokhada
Fisheries and Marine Products	03069500, 03028930, 03055910	Satpati, Dahanu, Arnala, Vasai and Dativare

### Dahanu Gholvad Chikoo

- ▶ Palghar district produces around 36% of total chikoo production from Maharashtra state.
- ▶ There are around 48 units operating in Dahanu Chikoo cluster.
- ▶ Gholvad chikoo is GI tagged as compared to other varieties, sweetness of Gholvad Chikoo is much better. The Gholvad Chikoo Pulp is very soft and smooth and granular and it has 2 3 seeds inside.

### Warli Painting

- ▶ Warli paintings got GI tag in 2014. The Warlis who are Warli painting makers carry on a tradition stretching back to 2500 or 3000 BCE.
- ▶ Warli paintings is a tribal art mainly done by the women folk. The most important aspect of the painting is that it does not depicts mythological characters or images of deities, but depict social life. Pictures of human beings and animals, along with scenes from daily life are created in a loose rhythmic pattern. These painting are drawn for special occasions such as festivals, harvest, marriage etc.

### Fisheries and Marine Products

- ▶ From Palghar taluka Satpati, Dativare, Murabe, Navapur, Dandi, Alevadi, Nandgaon port and from Vasai taluka Naigaon, Pacu port, Castle harbours, Arnala and Dahanu taluka including Bordi, Chinchani and Dahanu has major fishing ports.
- ▶ In Palghar taluka from Satpati, Pomfret fish and prawns are exported. Drying fish, prawn culture etc business is also present in district.



## Raigad District ODOP

Blessed with long costal belt and vicinity to international ports, Raigad provides a favourable location for industries and logistics options. A developed agro and fish processing industry along with technologically advanced iron – steel, chemical, fabrication industry is seen blooming in region



ODOP Products	HSN Code	District Hubs
Fish and fish processing	0302, 0304	Taloja, Panvel, Uran
Iron & Steel	7215, 7210, 7219	Khopoli, Alibaug, Taloja, Panvel
Chemical	28, 29, 38	Roha, Patalganga, Panvel, Taloja
White Onion	07031010	Alibaug

### Fish & Fish processing

- ▶ Raigad exported INR 165 crore of processed fish i.e., contributing 66% of total INR 244 crore fisheries exports from Maharashtra in FY 2021-22 (till January 2022).
- ▶ Raigad being blessed with long costal belt, generates variety of fauna. Common fishes like, Bombay duck, prawns, tuna, salmon etc are prominently found
- ▶ There are 36 dedicated cold storage and fish processing units in district

### Iron & Steel

- ▶ Raigad exported INR 461 crore of Iron & steel i.e., contributing 89% of total INR 517 crore Iron & steel exports from Maharashtra in FY 2021-22 (till January 2022).
- ▶ Iron / steel bars, sheets, pipes are prominent produce from the district
- ▶ Approximately 25 Small, Medium and Mega units present in Raigad district

### Chemical

- ▶ Raigad exported INR 203.5 Cr of Chemical products i.e., contributing 22% of total INR 925 Cr of chemical exports from Maharashtra in FY 2021-22 (till January 2022).
- ▶ Organic and In-organic chemicals produced with technological excellence

### White onion

- ▶ White onion received its GI Tag in 2021, prominently produced in Alibaug, Raigad.
- ▶ NABL-approved lab test report mentions low pungency, sweet taste, 'no tear' factor, low pyruvic acid, high protein, fat and fiber content, besides high antioxidant compounds.



## Ratnagiri District ODOP

Ratnagiri is a coastal district of Maharashtra with a coastline of 167 km. The District has a rich ecology, abundant natural resources, and suitable climatic conditions for growing fruits like Mango, Kokum, Cashew. It is a prominent fisheries region with 48 jetties and 90 villages engaged in fishing.



ODOP Products	HSN Code	District Hubs
Ratnagiri Alphonso Mango	08045021	Ratnagiri, Rajapur, Lanja, Guhagar
Ratnagiri Kokum	12079940	Rajapur, Ratnagiri
Vengurla Cashew	20081910	Rajapur, Lanja, Dapoli
Fisheries	03069500, 03028930, 03055910, 03049900	Ratnagiri, Rajapur, Dapoli, Guhagar
Mango Processing	08045040	Ratnagiri, Dapoli, Sangameshwar
Cashew Processing	08013220, 08013210, 20081910	Lanja, Rajapur, Ratnagiri

### Ratnagiri Alphonso Mango

- ▶ Ratnagiri Mango received GI tag in 2018 majorly attributed to its uniquely sweet taste, attractive orange yellow colour, fibreless, soft texture, pleasant flavour, and sweet taste.

### Vengurla Cashew

- ▶ Vengurla Cashew has received a GI tag in 2016. Vengurla Cashew is a traditional variety of cashew grown in Ratnagiri. Vengurla Cashew variety V7 is especially famous for its high juice content. The variety V2, the shelling percentage is 32, which leads to higher kernel protection.

### Mango Processing

- ▶ The value-added alphonso mango processed products are pickles, dry mango powder, juice, Concentrate etc. which have great export demand.

### Ratnagiri Kokum

- ▶ Ratnagiri Kokum received GI tag in 2016 owing to very strong sweetish acid taste. (Konkan Amruta variety has: pH value 1.81, Konkan Hatis variety has: pH value 1.80). The fruit has medicinal qualities and adds a unique taste to Indian food preparation.

### Fisheries

- ▶ A huge variety of Saltwater fishes are found along the naturally clean coast of Ratnagiri such as Bombay duck, Shrimps and Prawns, Pomfret, and others. Ratnagiri District exported around INR 173.68 crore fisheries in FY 21-22 (till January 2022) contributing 5% of state fisheries exports.

### Cashew Processing

- ▶ More than 60 cashew processing units present in district to make broken, whole, and roasted cashew.



## Sindhudurg District ODOP

Sindhudurg district is in the southern part Konkan region with a long coastline of 121 km favourable for marine products. The district has a robust agricultural ecosystem and has rich cultivable land for Mango, Cashew, and Kokum.



ODOP Products	HSN Code	District Hubs
Devgad Alphonso Mango	08045021	Devgad, Malvan, Kankavali
Vengurla Cashew	20081910	Vengurla, Sawantwadi, Dodamarg, Malvan
Sindhudurg Kokum	12079940	Malvan, Kudal, Vengurla
Coir pith & Coir yarn	53050040 53081090	Vengurla, Sawantwadi
Fisheries	03069500, 03028930, 03055910, 03049900	Malvan, Vengurla
Mango Processing	08045040	Devgad, Malvan, Kankavali
Cashew Processing	08013220, 08013210, 20081910	Vengurla, Malvan, Kankavali, Sawantwadi

### Devgad Alphonso Mango

- ▶ Alphonso Mango received GI tag in 2018 majorly attributed to its uniquely sweet taste, attractive orange yellow colour, fibreless, soft texture, pleasant flavour, and sweet taste.

### Vengurla Cashew

- ▶ Vengurla Cashew received GI tag in 2016. The vengurla cashew is a traditional variety of cashew in Sindhudurg. Vengurla Cashew variety V7 is especially famous for its high juice content. The cashew has a higher kernel protection.

### Coir pith & Coir yarn

- ▶ The Coastal area of Sindhudurg has coir-based industries for coir and coir pit derived from coconut husk, which are used as the primary raw material for making different valuable products.

### Sindhudurg Kokum

- ▶ Sindhudurg Kokum received GI tag in 2016 owing to very strong sweetish acid taste. (Konkan Amruta variety has: pH value 1.81, Konkan Hatis variety has: pH value 1.80). The fruit has medicinal qualities and adds a unique taste to Indian food preparation.

### Fisheries

- ▶ Bombay duck, Shrimps and Prawns, Pomfret, and others are the wide fish varieties available.

### Mango Processing

- ▶ The value-added alphonso mango processed products are pickles, dry mango powder, juice, Concentrate etc. which have great export demand.

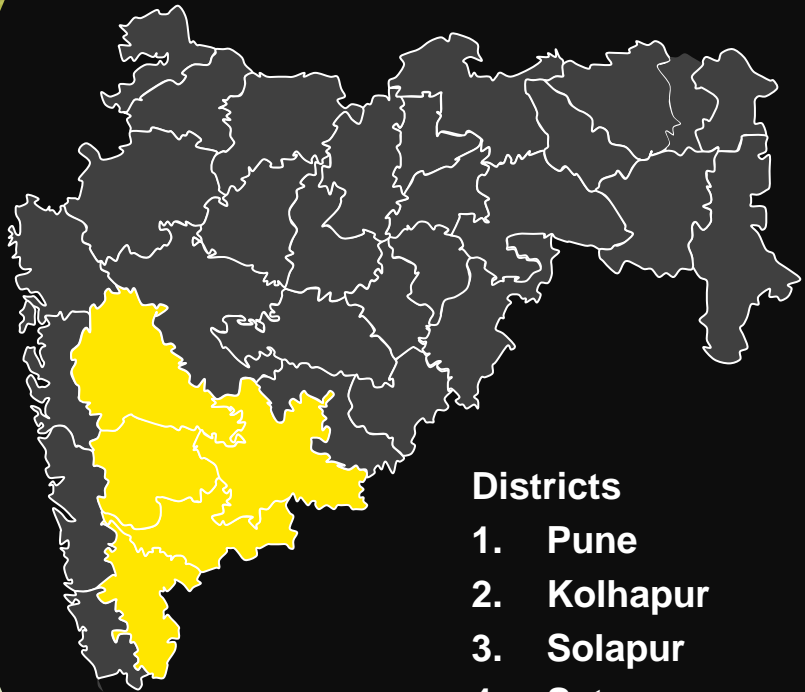
### Cashew Processing

- ▶ Sindhudurg district has cashew nut cluster with more than 50 cashew processing units present to make broken, whole, and roasted cashew. The Cashew export from the district in FY 2021-22 (till January 2022) is around INR 17.87 crore (80% of the state exports of INR 22 crore).



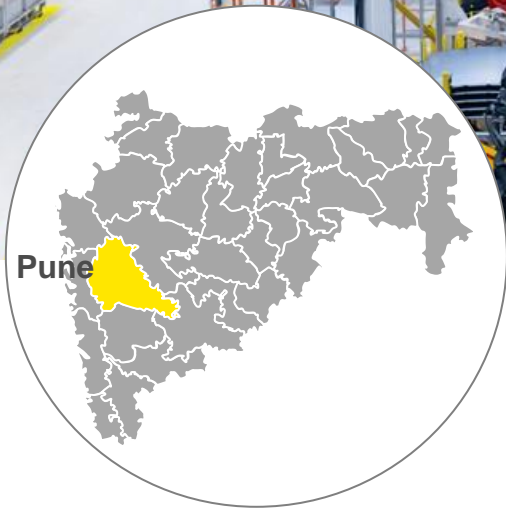
# Pune Region

*Second-highest exporting region from Maharashtra with a robust infrastructure for Industrial sectors like Automobile, Engineering, IT& ITeS, Textile, Handicraft, Food Processing, Electricals and Electronics.*



## Districts

1. Pune
2. Kolhapur
3. Solapur
4. Satara
5. Sangli



## Pune District ODOP

Pune is the second-largest city in the state after Mumbai. Pune has also made its mark as the educational epicentre and has a growing industrial hinterland, with presence of sectors such as information technology, pharmaceuticals, engineering, and automotive.



ODOP Products	HSN Code	District Hubs
Automobiles (2,3,4 Wheelers)	870323 871120 871130	Bhosari, Chakan, Pimpri
Auto Components	8708	Pimpri, Bhosari, Chinchwad
Engineering	8477	Pimpri, Chinchwad, Bhosari, Chakan, Ranjangaon
Electricals and Electronics	851762	Bhosari, Ranjangaon
Pharmaceuticals	300220 300490	Kurkumbh, Ranjangaon
IT & ITeS	85238020	Talegaon, Hinjewadi
Purandar Fig	080420	Saswad

### Automobile and Automobile Components

- ▶ Pune district is home to the most prominent automobile giants, and around 4000 Auto Component companies and specific clusters to support the industry.

### Electricals and Electronics

- ▶ Talegaon and Khed in Pune district are well-established ESDM hubs.
- ▶ 3 Electronic Manufacturing Clusters (EMC) are coming up in Pune, Aurangabad, and Navi Mumbai with facilities for R&D and testing.

### IT & ITES

- ▶ Mumbai-Pune Knowledge Corridor is one of the fastest emerging IT hub of the country. Established around 49,630 new IT/ITeS units during 2015-20. STPI registered units from Pune jurisdiction contributed service exports to around INR 96,861 crore.

### Engineering

- ▶ Pune District has around 25,000 Engineering companies, from Large to MSME units of heavy engineering equipment, automobile parts, agriculture equipment.

### Pharmaceuticals

- ▶ Pune district has one of the country's biggest Bio-Pharma Park developed by the Serum Institute. Pharma companies present in Pune are from Kurkumbh and Jejuri in Ranjangaon.

### Purandar Fig

- ▶ Around 77% of the state production of figs is concentrated in Pune district. Purandar Fig received GI Tag in 2016 owing to a distinct Bell-shape with attractive violet colour differentiating it from other varieties.



## Kolhapur District ODOP

It is one of the most agriculturally advanced districts in Maharashtra and is a leading district in the agro-based industry. It is also a front runner for manufacturing engineering products, refined sugar, and textiles.



ODOP Products	HSN Code	District Hubs
Kolhapur Jaggery	17011490 17029010 17011410 17019990 17011310	Karveer
Kolhapuri Chappal	64032040	Karveer
Engineering	870899 848340	Shiroli , Gokul-Shirgoan, Kagal
Textile	630231 520512	Hatkanagle, Ichalkaranji
Silver Ornament	71131120	Hupari

### Kolhapur Jaggery

- ▶ Kolhapur is one of the largest producers of Jaggery in India and received GI Tag in 2011.
- ▶ The Kolhapur Jaggery is made without any chemicals (contains 80% sugarcane juice and 20% Sugar).

### Kolhapuri Chappal

- ▶ Kolhapur Chappal received a geographical indication (GI) tag in 2019. The chappals are handcrafted, and around 10000 artisans are engaged in manufacturing leather footwear.

### Engineering

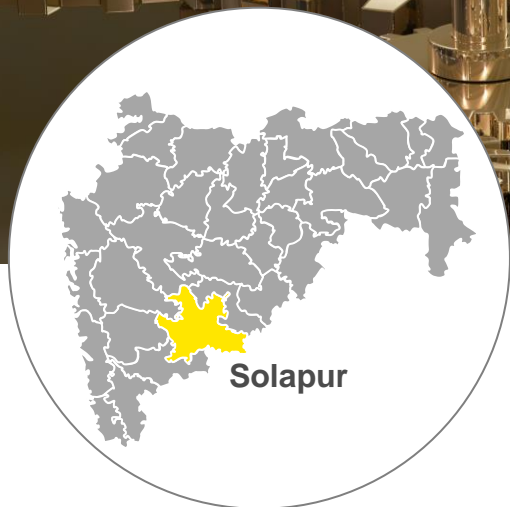
- ▶ The engineering sector in Kolhapur acts as a backbone of the industries in Pune region.
- ▶ The major units present in Kolhapur consist of agriculture equipment manufacturers, automobile parts manufacturers, general fabrication job work, and sheet metal pressed & fabricated parts.

### Textile

- ▶ Ichalkaranji, a city in Kolhapur district, is home to one of the oldest textile industries in India. Kolhapur is also known as the "Manchester of Maharashtra" and is home to nearly 5000 textile factories and is one of India's largest centers for small-scale industry.

### Silver Ornament

- ▶ Silver jewellery from Hupari in Kolhapur is in great demand in India and abroad. The Kolhapuri Saaj is a specialty of Kolhapur along with Anklets, Kalash, Challa, Idols in silver articles which are exported to countries like America and Australia. There are around 145 micro-units in the Hupari cluster.



## Solapur District ODOP

Solapur is the home to the Handloom and Power loom weaving industry and employs a large number of workers. The district has a strong network of transport viz Airways, Trains and Roadways.



ODOP Products	HSN Code	District Hubs
Solapur Terry Towel	63041910, 63049299, 63041990	MIDC Akkalkopt, Mahol
Solapur Chaddar	63049250	Chincholi
Mangalwedha Jowar	11029090, 11029010	Mangalwedha
Pomegranate	08109010	Sangola, Malshiras, Mangalwedha, Pandharpur
Chemicals	29331990, 29211100, 29239000, 29332990	Karmala, Mohol
Engineering	848310, 84137099	MIDC Akkalkopt

### Solapur Terry Towel

- ▶ The Solapur Terry towel got GI indication in 2005 and is well known for its unique colour combination and patterns

### Solapur Chaddar

- ▶ Solapur power looms hold a monopoly regarding Jacquard woven designs and textile production. The dyeing is done in Solapur of the cotton yarn sourced from other states and countries.

### Mangalwedha Jowar

- ▶ Mangalwedha Jowar is especially famous for its sweet taste and nutritional value. Mangalwedha Jowar contains a high percentage of glucose as compared to other kind of Jowar

### Pomegranate

- ▶ The number of Arils per Fruit, Size, and Weight of Arils of Pomegranate is significantly high than other varieties. Pomegranate has TSS-16.100 & 15.95 Brix and Acidity 0.45% & 0.50% for (cv. Ganesh & cv. Bhagwa) variety.

### Chemicals

- ▶ The chemical industry in the district manufactures Pyridine and Lactams chemical compound significantly. There are 13 Chemical zones and a Dedicated Institute present to support the sector.

### Engineering

- ▶ The Industries consist of Agriculture machines, Machine parts and Auto parts.



## Satara District ODOP

Satara district is situated in the river basins of the Bhima and Krishna rivers. The significant industries present are the Engineering industry, Food Processing and Packaging industry, Tourism industry, and related services.



ODOP Products	HSN Code	District Hubs
Turmeric	09103030	Satara, Wai
Ginger	09101110, 09101120, 09101130	Koregaon
Strawberry	08101000	Mahabaleshwar
Waghya Ghevda	07109000	Koregaon
Kandi Pedha	17049020, 17049030	Satara
Ghongadi (Blankets)	61101120	Man Taluka

**Turmeric**

- ▶ Organic farming method is practiced for cultivating Satara turmeric and the curcumin content in it is around 4%. Turmeric is especially valued for its saffron colour and has high demand by spices manufacturers.

**Ginger**

- ▶ Satara is second-largest ginger producing district in Maharashtra). Ginger is commercial spice crop valued for its rich fiber content, pungent essence, which attracts high demand by spices manufacturers.

**Strawberry**

- ▶ Mahabaleshwar in Satara is the only district in Maharashtra which produces strawberries. It received GI tag in 2009 as it contains up to 80% water, making it juicier than other fleshier strawberries. The glucose content is up to 10% which makes it naturally sweeter.

**Waghya Ghevda**

- ▶ Waghya Ghevada, a traditional local variety mainly grown in Satara, received GI tag in 2015. It bears red stripes resembling those of a tiger and tastes sweeter as compared to other Rajama varieties and is high on nutritional value due to its protein and carbohydrate content.

**Kandi Pedha**

- ▶ Kandi Pedha is a round, smooth-textured sweet that comes with cardamom flavour, and the sugar content in the pedha is less and has a unique taste.

**Ghongadi (Blankets)**

- ▶ Ghongadi, a traditional woollen blanket of Maharashtra, made on Pit-Loom and dyed with organic and natural dyes.. The district Artisans are associated with the weaving of Ghongadi for the past 60 years.



## Sangli District ODOP

Sangli is among India's largest turmeric and Raisin producing districts and houses a large wholesale market. The population is primarily rural and related to agriculture based activities. There are 2 Dedicated Institutes for Food Processing in Sangli.



ODOP Products	HSN Code	District Hubs
Turmeric	09103030	Miraj
Grapes	08061000	Tasgaon, Kavathe-Mahankal, Palus, and Khanapur
Raisins	08062010	Miraj
Readymade Garments	62034990, 62031910	Khanapur
Starch	35051010, 35051090	Shiral
Pump Spares	84139190, 84139110, 84139120	Ashta, Tal Walwa
Food Processing	19059090, 21069099	Miraj

### Turmeric

- ▶ Sangli turmeric received GI tag in 2014 and is valued for its rich and attractive saffron colour by spices manufacturers. More than 80% of turmeric trade in India takes place from Sangli.

### Grapes

- ▶ Sangli is the second-largest grape-producing district in Maharashtra and produces export-quality grapes.

### Raisins

- ▶ Sangli Raisins received GI tag in 2014 owing to uniform appearance in terms of their colour (perfectly golden-green or golden-yellow), smooth texture and fragile appearance with a distinct taste.

### Food Processing

- ▶ Presence of Fruits Processing, Processed Foods, Bakery Products, Beverages, and Sugar units in the district.

### Readymade Garments

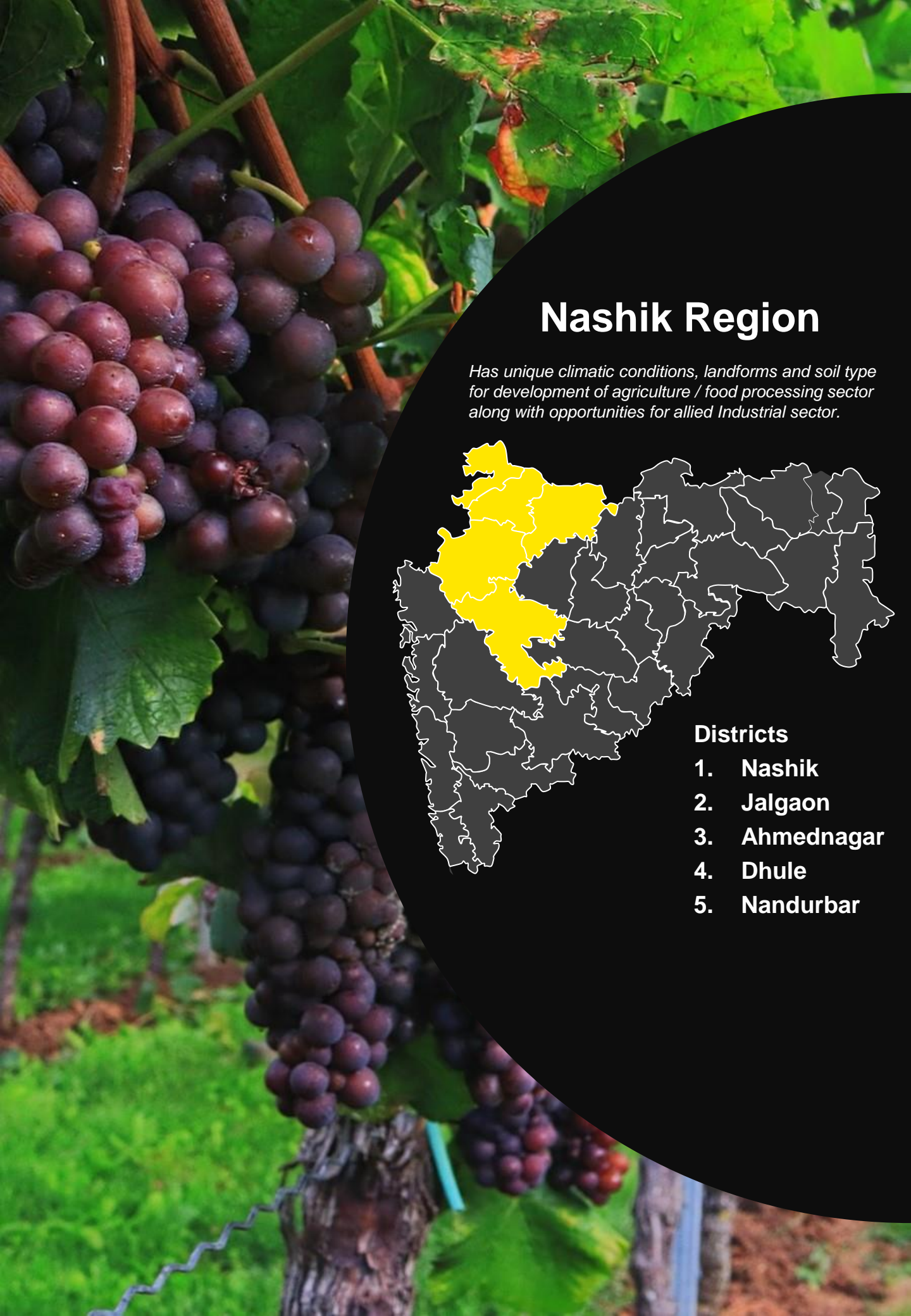
- ▶ The Sangli Readymade Garment industry is highly varied, with hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital-intensive sophisticated mill's sector is on the other end.

### Starch

- ▶ The Starch produced in district helps in finishing of cloth by acting as a binding agent and increasing stiffness and flexibility of the fabric thereby supporting the readymade textile industry.

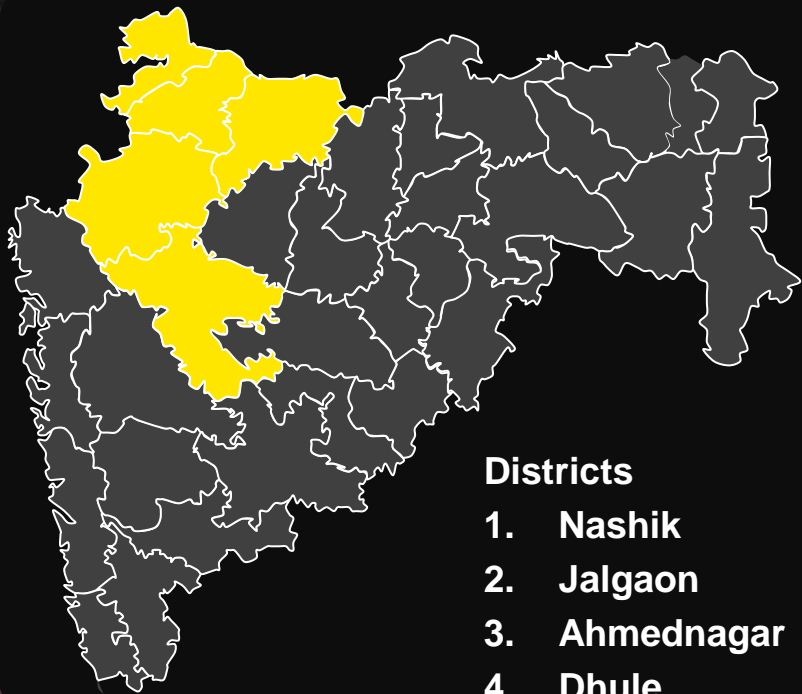
### Pump Spares

- ▶ Paluk industrial area, with more than 70 units, is the hub for the pump spares and allied engineering. With significant companies such as Kirloskar Pumps, Process Pumps present.



## Nashik Region

*Has unique climatic conditions, landforms and soil type for development of agriculture / food processing sector along with opportunities for allied Industrial sector.*



### Districts

1. Nashik
2. Jalgaon
3. Ahmednagar
4. Dhule
5. Nandurbar



## Nashik District ODOP

Nashik district has fertile land favourable for Agri and Horticulture. District is leading Onion (12.8% of state) & Grapes (73% of state) producer complying as per expected international standards. Technologically modernized food processing industry is present in Nashik.



ODOP Products	HSN Code	District Hubs
Nashik Grapes	08061000	Ozar, Niphad, Deolai
Nashik Valley Wine	2204	Gangapur
Raisin	08062010	Pimpalgaon, Niphad, Ambad
Paithani Sarees and Fabrics	50079010	Yeola
Lasalgaon Onion	07031010	Lasalgaon
Electrical components	8536, 8511, 8538, 7318	Satpur, Ambad
Automobile (Vehicles and spare parts)	8708, 8482, 8484, 8544	Satpur, Ambad, Dindori
Pharmaceutical	3004, 2942	Satpur, Ambad, Niphad, Deolai

### Nashik Grapes

- ▶ Nashik grape received its GI Tag in 2010. Nashik grapes contributes to around 73% of states production and 82% of export.

### Nashik Valley Wine

- ▶ Nashik Valley Wine received its GI Tag in 2008, and is an umbrella brand under the All India Wine Producers Association (AIWPA).

### Raisin

- ▶ The Jumbo Black seedless raisins are speciality of Nashik. Nashik has a Raisin cluster with 43 Raisin processing units and contributing to 43% of exports from State.

### Paithani Saree & fabric

- ▶ Paithani saree and fabric received its GI Tag in 2010. Around 35,000 weavers are associated with the production and marketing of this exquisite handloom product.

### Lasalgaon Onion

- ▶ Lasalgaon onion received GI Tag in 2016 for unique taste and better durability. Nashik contributes 12.8% of states production.

### Electrical components

- ▶ Nashik has around 155 MSME and Large units producing electrical components such as Capacitors, circuit boards, switch gears.

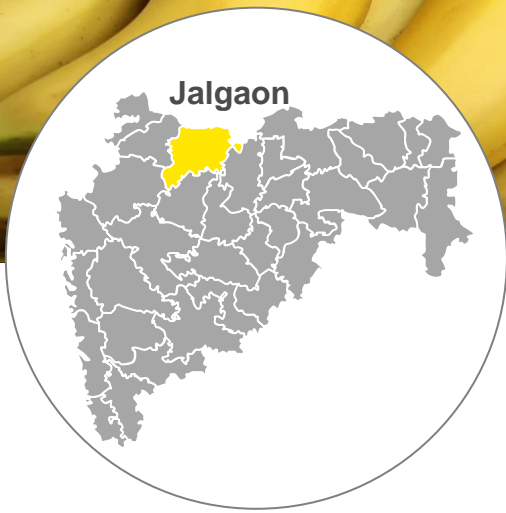
### Automobile

- ▶ Nashik has around 50 Auto components and Automobile manufacturers and contributes 62% of sector exports from Maharashtra.

### Pharmaceutical

- ▶ Pharmaceutical is top exporting sector with a contribution of 12% of total Nashik exports. Nashik is well known for production of antibiotics, contraceptives and raw medicinal compounds.





## Jalgaon District ODOP

Jalgaon district has Bhusawal Thermal Power Station located 8 km away from Bhusawal city. The district has favourable climatic condition for producing Banana and Brinjal. Jalgaon has prominent units producing PVC Pipes and PP Mat.



ODOP Products	HSN Code	District Hubs
Jalgaon Banana	08039010	Jalgaon MIDC
Gold ornaments	71131910, 71131920, 71131930	Jalgaon MIDC
Plastic (PVC pipes)	392112	Jalgaon MIDC
Banana products	21069099, 08039090	Shirsoli
Jalgaon Bharit Brinjal	07093000	Yaval, Bhusawal

### Jalgaon Banana

- ▶ Jalgaon Banana received GI Tag in 2016, for its rich minerals and fibre content.
- ▶ Banana is a healthy source of potassium, vitamin B6, vitamin C, antioxidants and phytonutrients.

### Banana products

- ▶ Availability of good quality bananas in the district provides a better-quality processed food product output.
- ▶ Jalgaon has Banana products cluster providing common facility center and testing facility for producers. By products mostly comprises of banana powder used in nutritional supplements and chips.

### Jalgaon Bharit Brinjal

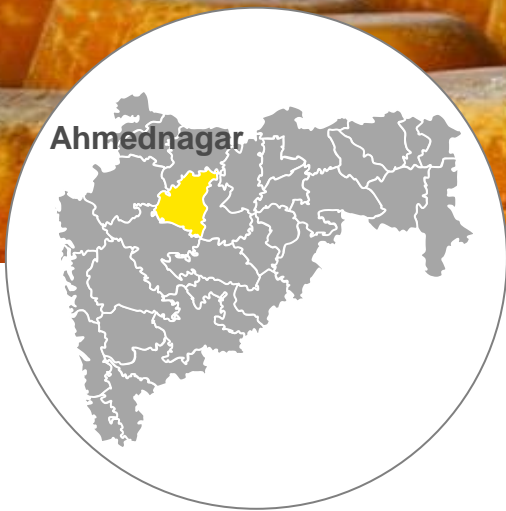
- ▶ Yaval and Bhusawal are known for “Bharit Vanga” i.e. Brinjals specifically used for preparing Bharit.
- ▶ Bamnod village in Yaval taluka produces the large sized brinjal variety that has a medium spicy taste.

### Plastic ( PVC Pipes )

- ▶ Jalgaon district has around 96 manufacturers of PVC multipurpose pipes majorly producing Irrigation pipes produced and exporting to international market

### Gold Ornaments

- ▶ Jalgaon is known for its hand crafted, traditional ornament designs and has huge demand in local and International market.
- ▶ District has a gold ornament cluster to provide common facility center for local artisans.



## Ahmednagar District ODOP

Ahmednagar has emerged as a destination for industrial development and modernised food processing industry. Availability of skilled labour for manufacturing has attracted heavy investment by Japanese export industries in Supa area, further fuelling industrial growth in the district.



ODOP Products	HSN Code	District Hubs
Pomegranate	08109010	Kedgaon, Bhawani nagar
Dairy Products	0405, 0406, 2105, 8434, 4820	Parner, Savedi, Nalegaon
Sugar	17011490	Pathardi
Jaggery and By-products	17011310	Nimbodi, Pathardi

### Pomegranate

- ▶ Pomegranate produced from Ahmednagar is of rich quality weighing from 200 to 500 grams per fruit with dark saffron to red colour and round shape in accords to global demand.

### Jaggery & By products

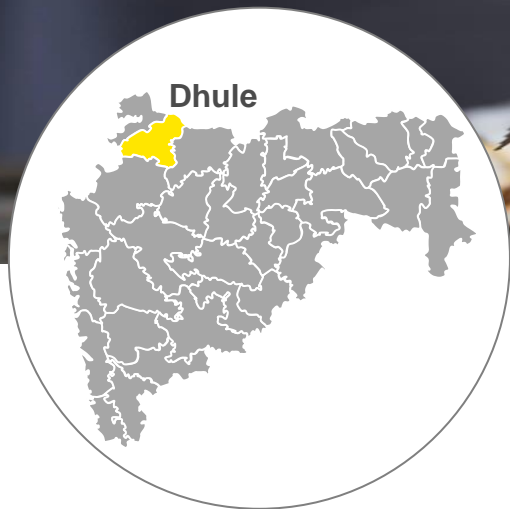
- ▶ Jaggery production is prominent in district due to easy availability of sugarcane.
- ▶ Good demand for by-products for its nutritional value and as a fodder.

### Sugar

- ▶ Ahmednagar has 26 Sugar manufacturing and processing units contributing 11% of total Maharashtra sugar exports in FY 2021-22 (till January 2022).
- ▶ Refined sugar such as white sugar, cane sugar, brown sugar are prominent produce from the district.

### Dairy Products

- ▶ District is famous for skimmed milk powder, milk powder, butter, ghee, cheese and other products
- ▶ Highly modernised dairy processing units are responsible for dairy revolution in Ahmednagar. There are 10 prominent Dairy products processing units in Ahmednagar district.



## Dhule District ODOP

Dhule is well connected by Rail and Road (Nagpur-Surat Highway). It is falling under Delhi Mumbai Industrial Corridor (DMIC), adding to logistic strength of district. The Textile College and Research Centre facilitates growth of textile industry in the district.



ODOP Products	HSN Code	District Hubs
De-Oil cake	230400	Awdhan
Grey Cloth	52052210, 52051110, 52052310,	Shirpur
Cotton seed Oil	15162019	Shindkheda, Awadhan,
Textile	5903	Bhusawal

### De oil Cake

- ▶ De oil cake is highest exporting product in Dhule contributing 38 % of total export from Dhule.
- ▶ Oil cakes are widely used as feed supplement and to produce industrial enzymes, antibiotics, biopesticides, vitamins and other biochemicals.

### Grey Cloth

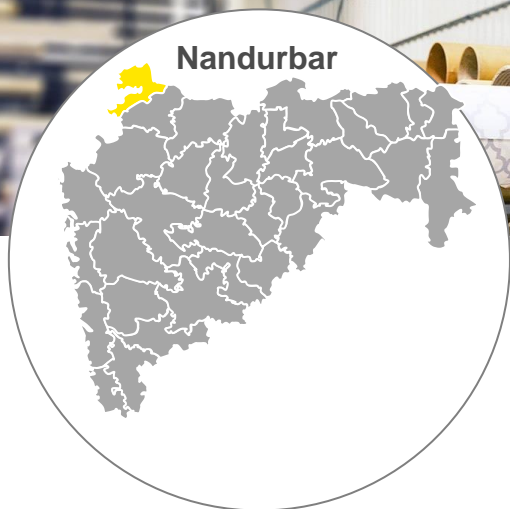
- ▶ Many industries in the district are involved in mass production of grey cloth (raw material for further processing to manufacture finished apparel products) for local and international market.

### Cotton seed oil

- ▶ Availability of cotton seeds in the District has allowed the Cotton seed oil processing industry to develop.
- ▶ Cotton seed oil is cooking oil extracted from seeds of cotton plants of various species. It is commonly used in preparation of processed foods because of its extended shelf life.

### Textile

- ▶ Nashik exported INR 132 crore of textile contributing 6% of total textile exports from Maharashtra of INR 2269 crore in FY 2021-22 (till January 2022).
- ▶ Dhule has 9 major textile manufacturers and further 2 Textile and 3 Garment clusters are being developed in Dhule under MSECDP scheme of Govt. of India.



## Nandurbar District ODOP

Nandurbar is well connected to neighbouring states of Gujarat through Nagpur-Surat Highway and Madhya Pradesh. Logistics strength of district is further supported by availability abundant industrial space availability and affordable labour, fuelling district industrial development.



ODOP Products	HSN Code	District Hubs
Textile	5903, 5208, 5407, 5810	Navapur
Sugar	17011490	Navapur, Shahada
Chilli powder and masala	09042020	Waghode, Kathore
Navapur Tur Dal	07136000	Navapur

### Textile

- ▶ Nandurbar has around 14 textile mills and a Textile cluster.
- ▶ New textile parks have boosted textile production and raw grey cloth production.
- ▶ Scope for development of technical textile industry in near future.

### Sugar

- ▶ Nandurbar has 12 large sugar factories contributing 90% of sugar exports in district and producing desirable quality and size of sugar grains which is in demand by foreign buyers.

### Chilli powder and masala

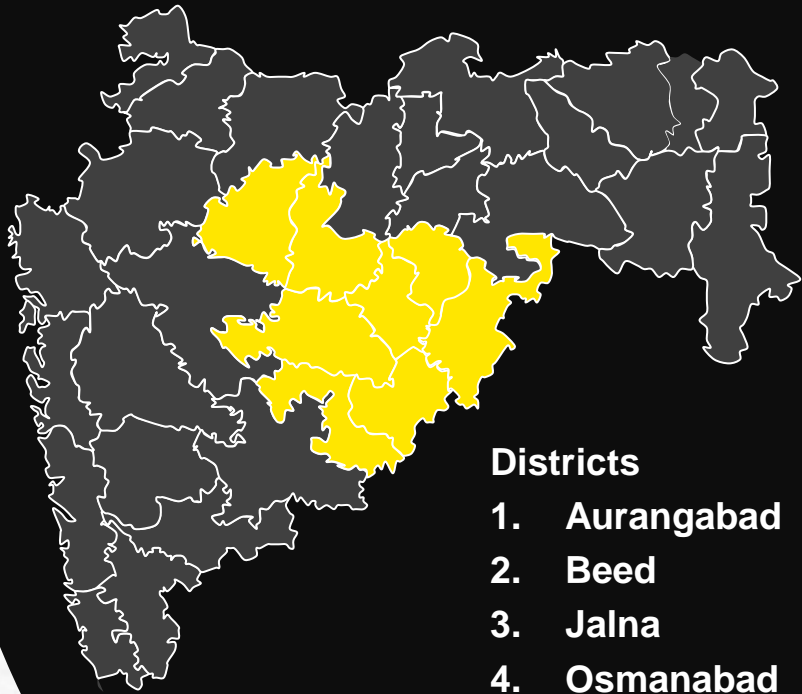
- ▶ Nandurbar has a Chilly processing cluster. and is famous for good quality chilli with specific nutritional values and flavour.
- ▶ Indigenous chilly powder processing units are prominent in region and have desirable output required for international market.

### Navapur Tur Dal

- ▶ Navapur tur dal was awarded the Geographical Indication Tag (GI) in 2016. Navapur tur dal is a small grain size variety, white in colour, rich in polyphenols, phytolectins and protein and renowned for its distinctive taste and aroma.

# Aurangabad Region

*Predominantly known for huge agriculture produce of cotton, sugarcane, pulses, soyabean, seeds and horticulture products and a well developed ecosystem of automotive, pharmaceuticals, chemicals, engineering and IT & ITES sectors.*



## Districts

1. Aurangabad
2. Beed
3. Jalna
4. Osmanabad
5. Nanded
6. Parbhani
7. Latur
8. Hingoli



**Aurangabad**

**Aurangabad District ODOP**

Aurangabad district has emerged as major automotive and auto components, pharmaceutical and breweries hub in India. Aurangabad Industrial City (AURIC), part of Delhi-Mumbai Industrial Corridor (DMIC), is one of India’s most well-planned, greenfield smart industrial city being developed across an area of 10,000 acres.



ODOP Products	HSN Code	District Hubs
Paithani sarees and fabrics	50072090,50072010, 50079010	Paithan, Aurangabad
Marathwada kesar mango	08045020	Paithan , Kannad, Khultabad, Aurangabad
Himroo shawl	62142010,62141020, 62149050, 62149060	Aurangabad
Auto components	87112029, 87089900	Waluj, Shendra, Chikalthana, Aurangabad
Maize	10059000	Sillod, Kannad, Phulambri

**Paithani sarees and fabrics**

► The Paithani saree, hand woven silk with rich, ornamental zari pallu and border, is famous for its uniqueness because of the rich and exclusive designs and motifs such as Kamal (Lotus flower on which Buddha sits or stands), Hans (Swan), Asawali (flowering vines).

**Marathwada kesar mango**

► Marathwada Kesar Mango has Geographical Indication (GI) tag registered from Aurangabad which contains a higher amount of total soluble solids (TSS) i.e. 240 Brix - highest amongst all mango varieties in India. This variety is in great demand by food processing industry as it retains its characteristics flavour even after processing.

**Himroo shawl**

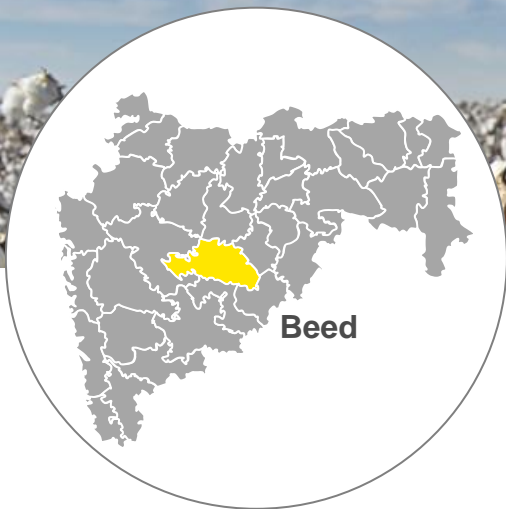
► Himroo shawl is a kind of brocaded material woven on a simple throw-shuttle loom with the mix of cotton and silk which are largely grown in Aurangabad district.

**Maize**

► Aurangabad is 2<sup>nd</sup> highest producing district of Maize (also known as ‘Queen of Cereals’) in Maharashtra (17% of total state )production and is used in starch, syrup, dextrose preparation.

**Auto Components**

► Aurangabad is one of India’s major automotive hubs, housing factories of Bajaj Auto and Skoda Auto India as well as a well-developed ecosystem of auto ancillaries. During FY21-22 (till January 22), the automotive and auto components (two and three-wheeler) industry in the district contributed more than 33% of sector exports of the state.



## Beed District ODOP

Beed district economy is driven by agriculture and agro based industry such as production of beed custard apple, Non-GMO soyabean seeds and cotton. The district is known for high staple length and RD value cotton production facilitating cotton-based industries like ginning.



ODOP Products	HSN Code	District Hubs
Beed custard apple	08109040	Dharur, Beed
Cotton	52010015	Beed, Georai, Majalgaon, Parali, kaj
Cotton seed Oil	15162019	Beed, Georai, Majalgaon, Parali, kaj

### Beed custard apple

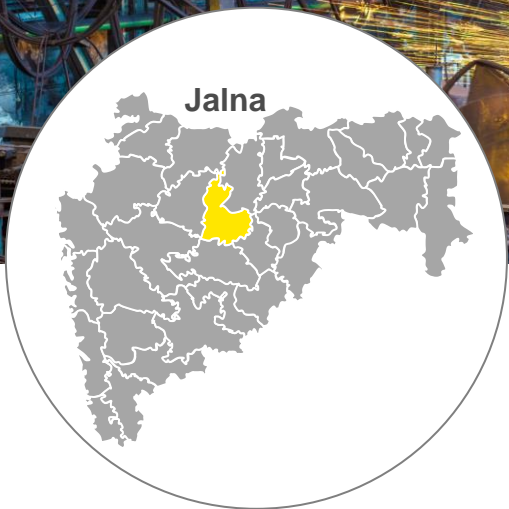
- ▶ Beed custard apple has Geographical Indication (GI) tag owing to sweetness from the 24.49 Brix TSS (more than the apples found in UK and US). The Beed custard apple is heavy in weight and produces high quantity of pulp.
- ▶ This variety is known for its aroma and taste and is rich in carbohydrates, protein, antioxidants, magnesium and copper.

### Cotton

- ▶ The district produces around 8% of total cotton production of the state.
- ▶ The cotton produced in the district contains High staple length and RD value.
- ▶ Cotton provides basic raw material, (cotton fibre) to garment industry. The fibre structure of cotton makes it more breathable than synthetic fibre. Cotton is 100% biodegradable and has a neutral greenhouse gas footprint.

### Cotton seed oil

- ▶ Cotton seed oil is cooking oil from the seeds of cotton plants of various species, commonly used in processed foods because of its higher shelf life. The district has 50 operational oil mills producing cotton oil extraction and cotton seed oil cake which is used as high-protein supplement feed for cattle.



## Jalna District ODOP

Jalna district, known as City of Steel and Seed Capital of India, is one of the biggest producer of steel and sweet oranges in Maharashtra. Ongoing work of Jalna dry port work will strengthen connectivity with Jawaharlal Nehru port (JNPT) and facilitate trade from the district.



ODOP Products	HSN Code	District Hubs
Jalna sweet orange	08051000	Jalna, Badnapur, Mantha, Partur, Ghansavangi
TMT steel bars	72142090	Jalna
Onion seed processing	12099130	Jalna, Badnapur

### Jalna sweet orange

- ▶ Jalna district contributes 21% of orange production (1.5 lacs MT) of state.
- ▶ Juice of 'Jalna sweet orange' is sweet in taste due to high Total Soluble Solids (TSS) content.
- ▶ It is known for higher peel thickness due to higher potassium and nitrogen content enabling highest protection of the pulp.

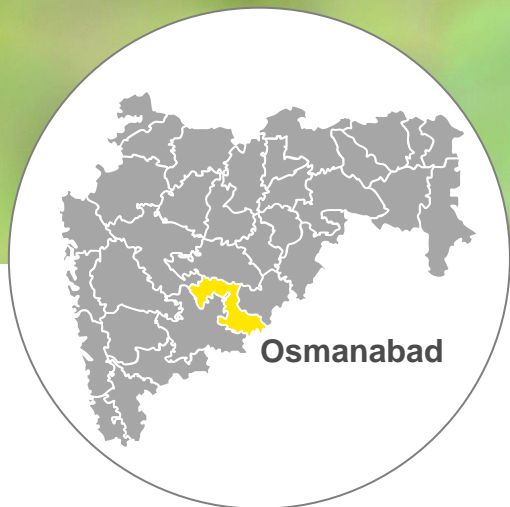
### TMT steel bars

- ▶ TMT steel bars are widely used in Jalna district, a major hub of steel production in Maharashtra, has mega TMT steel bar (majorly 2 BIS standard) manufacturing units widely used as reinforcement in building construction.
- ▶ Major exporting countries from the district for steel bars are Sri Lanka, Mauritius, Kenya and Brazil.

### Onion seed processing

- ▶ Jalna city is known as Seed capital of India as top seed manufacturing companies have their development and research laboratories facility in the district.
- ▶ The seeds produced and developed at Jalna have won several international laurels.
- ▶ The Onion seeds produced in the district, KSP 30, K1700 have longer shelf-life period and are sustainable against diseases.





## Osmanabad District ODOP

Osmanabad district is predominantly agriculture-based economy with major crops produced such as pulses, soyabean, sugar cane and pomegranate. The district has pomegranate agri export zone and agriculture research center.



ODOP Products	HSN Code	District Hubs
Khawa (Khoya)	21069099, 04049000	Bhoom, Washi, Kalamb
Gram (Harbhara)	07132020, 07135000	Omerga, Tuljapur, Osmanabad, Kalamb
Grapes	08061000, 08060000	Tuljapur, Osmanabad, Bhoom, Paranda

### Khawa (Khoya)

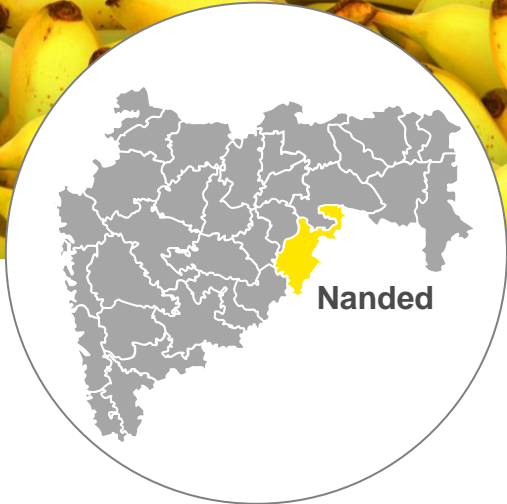
- ▶ The district has high Khawa production (average 20 tons per day) owing to huge quantum of milk production.
- ▶ The Khawa cluster in district has more than 160 units with CFC facilities of cold storage, petha making (rounding) and wrapping machine, training center and Lab. Khawa is widely used at religious places in Maharashtra for making of prasad (petha).

### Gram

- ▶ The district has large cultivation area of Gram. (1300 MT average per year).
- ▶ Gram is rich source of energy due to high protein, calcium and iron and folate content. It helps to treat anaemia, improves bone health, prevents diabetes and improves digestion.
- ▶ Nutritional value of gram is, 360 Kcal calories, 17 g protein, 61 g carbohydrates, 4 g fibre and 5 g fat.

### Grapes

- ▶ District Grapes produce appropriate for raisin production and direct consumption. Grapes contain, vitamins A and B, and are high in water content.
- ▶ The district has raisin cluster of 100-unit members with CFC facilities of cleaning, grading, washing, sorting-size and colour, packaging and cold storage.



## Nanded District ODOP

Nanded city has emerged as commercial hub with availability of agriculture and manpower resources. Nanded district has large area under horticulture and floriculture cultivation. The district has seven industrial areas including one chemical and pharmaceutical SEZ in Krushnoor.



ODOP Products	HSN Code	District Hubs
Soyabean and products	12011000, 23040090	Loha, Hadgaon, Degloor, Mudkhed, Umri
Turmeric	09103020, 09103030, 09103090	Loha, Nanded, Hadgaon, Ardhapur
Banana	08039010	Ardhapur, Mudkhed, Nanded

### Soyabean and soyabean products

- ▶ Soyabean Meal export from Maharashtra stood to INR 90.27 crore with 36.06% market share to India's total Exports from April 2021 to October 2021.
- ▶ Soyabean comprises around 45% proteins and 18% oil. The district contributes around 8% of total soyabean production of the state (10,58,628 MT soyabean on an average cultivation area of 38000 hectare in last 2 years).

### Turmeric

- ▶ The district has around 21000-hectare area under turmeric cultivation.
- ▶ Turmeric produced in the state is largely produced with traditional organic farming.
- ▶ Turmeric contains curcumin, a substance with powerful anti-inflammatory and antioxidant properties.

### Banana

- ▶ Nanded district is 2<sup>nd</sup> largest producer of Banana in the state (cultivation area of 10,000 hectare).
- ▶ Banana contains, 89 Kcal calories, 1.1 g protein, 22.8 g carbohydrates and 2.6. g fibre.
- ▶ The value-added products made from banana are vacuum fried chips and flour based ready to eat products.



## Parbhani District ODOP

Parbhani district has Vasant Rao Naik Agricultural University to facilitate agricultural research and technology transfer in Marathwada region to fulfill the regional aspirations of agrarian growth.



ODOP Products	HSN Code	District Hubs
Gram	07139010, 07139090	Palam, Gangakhed, Sonpeth
Sugarcane	17011490	Purna, Gangakhed, Pathri, Palam
Cotton	52010015	Sailu, Jintur, Parbhani, Gangakhed
Sorghum	100700	Sonpeth, Palam, Gangakhed
Jaggery	17011490, 17029010, 17011410, 17019990, 17011310	Purna, Palam, Gangakhed, Pathri

### Gram

- ▶ The district has large area under Gram cultivation and contributes around 4% of total gram production of the state.
- ▶ Gram is rich source of energy due to protein, fibre content (improves digestion), iron and folate (to treat anaemia and prevent diabetes).

### Sugar cane

- ▶ The district has large cultivation area under sugar cane and contributes around 2% of states overall production.
- ▶ Parbhani district has 6 operational sugar factories.

### Cotton

- ▶ The cotton is major cash crop of the district and contributes 4% of total cotton production of the state.
- ▶ The district has cotton cluster having around 55-unit members and around 60 cotton ginning and pressing mills and 20 oil mills. .

### Sorghum

- ▶ The Dagdi Sorghum (dagdi jwari) of the district is famous for its unique taste and its nutritional values. Sorghum is rich in vitamins and minerals like vitamin B, magnesium, potassium, phosphorus.

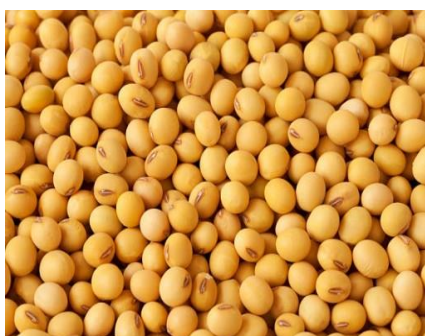
### Jaggery

- ▶ The district has around 30 operational jaggery units. Under Agricultural Technology Management Agency (ATMA) scheme, 5 farmer producer companies are formed in the district.



## Latur District ODOP

Latur district is predominantly having presence of agricultural and allied sector. The district is a major trading center of pulses and soyabean in India. The district has Marathwada railway coach factory, kesar mango export facility center, and oil seeds research center.



ODOP Products	HSN Code	District Hubs
Pulses	07132020, 07133110, 07139010, 07133100	Renapur, Udgir, Ausa, Ahmedpur, Devni
Banjara ornaments	44201000, 42022290	Ausa, Latur
Soyabean	12011000, 12081000	Renapur, Udgir, Ausa, Shirur Anantpal, Jalkot

### Pulses

- ▶ The pulses cultivation area in Latur is of around 900 hectare and production of 1300 MT/year.
- ▶ The district has more than 150 dal mills. Three type of pulses are majorly produced in district - Pigeon peas (Tur), Green gram (Moong) and Black gram (Urad).
- ▶ Green gram is used in confectionary and noodles production as well as in cosmetic, detergent and soap production

### Banjara ornaments

- ▶ Pawlar Haar or Haasli (Necklace), Bhuriya (Nose ring), Kasotia (armlets), Kolda (ankle rings), The Ghoogri and Chotla are some of the types of the banjara ornaments manufactured.
- ▶ Banjara ornaments are famous for unique and quirky styles of jewellery made by the nomadic tribes.

### Soyabean

- ▶ Maharashtra is 2<sup>nd</sup> highest producer of soyabean after Madhya Pradesh with Latur district contributing around 12% of total soyabean production of the state.
- ▶ Latur division of Maharashtra (comprising Latur, Osmanabad, Parbhani, Hingoli and Nanded districts) with 17.510 lakh hectares is largest (accounts for over 40 per cent of the total soybean grown) in the country.



## Hingoli District ODOP

Hingoli district is known for turmeric cultivation and production. The district has regional sugarcane research institute, banana export facility center and fruit and vegetable modern facility center.



ODOP Products	HSN Code	District Hubs
Turmeric	09103020,09103030 09103090	Pankenergaon, Basmat

### Turmeric

- ▶ The district has a huge area of over 41,000 hectare for turmeric cultivation and produces on an average 1.74 lacs MT turmeric every year.
- ▶ The district has 300 primary turmeric processing units, 25 turmeric powder grinding units and 5 sugar factories.
- ▶ Turmeric produced in the state is largely produced with traditional organic farming. Turmeric contains curcumin, a substance with powerful anti-inflammatory and antioxidant properties.
- ▶ Turmeric has been used in therapeutic preparations over the centuries in different parts of the world.

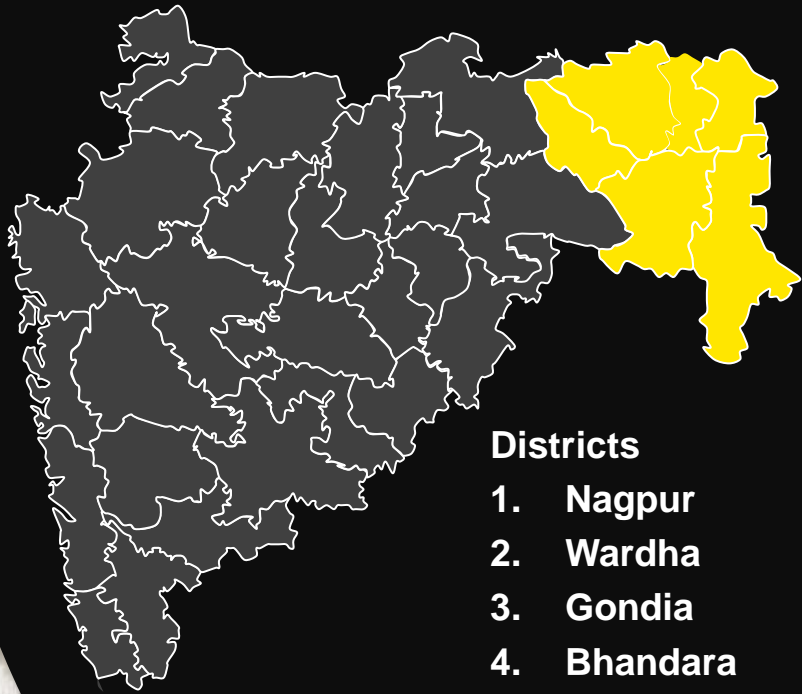
### District USP

- ▶ Top 5 exporting products from the district are refined sugar, dried turmeric, cotton, powder turmeric, and dried bleached turmeric.
- ▶ Top 5 exporting countries from the district are UAE, Bangladesh, China, Sri Lanka and Morocco.
- ▶ Aurangabad, Pune, Amravati and Nagpur are major turmeric producing regions in the state.
- ▶ The district is coming up with state-of-the-art technology research laboratory set up by the Agri Biotech Department of Bhabha Atomic Research Center.



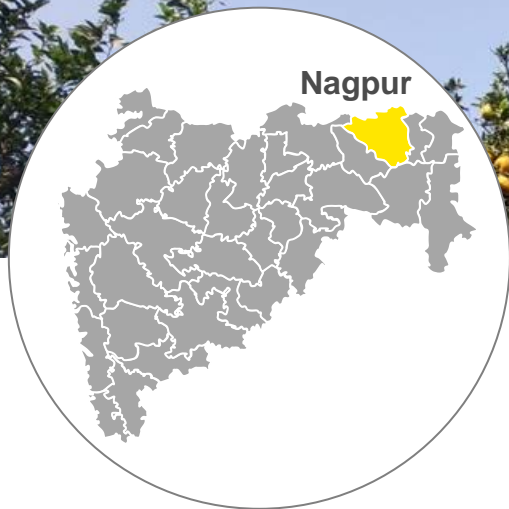
## Nagpur Region

*The easternmost administrative division of the state of Maharashtra, well-known for its central connectivity and high production of rice, cotton, orange and bamboo. It is also a major commercial and political centre of the Vidarbha region.*



### Districts

1. Nagpur
2. Wardha
3. Gondia
4. Bhandara
5. Chandrapur
6. Gadchiroli



Nagpur

## Nagpur District ODOP

Nagpur city is the winter capital of the state of Maharashtra, famous throughout the country as “Orange City” as it is a major trade center of oranges cultivated in the region. The district is a highest exporter of rice followed by cotton and soyabean.



ODOP Products	HSN Code	District Hubs
Nagpur Orange	08051000	Warud, Katol, Saoner, Kalmeshwar and Narkhed
Bhiwapur Chilli	09042110, 09042211	Bhiwapur
Agarbatti	33074100	Umred and Nagpur
Cotton and processing	52010014, 52010015, 52010019, 52052490	Kalmeshwar
Karvath Kati Saree and fabrics	54078470	Nagpur

### Nagpur Orange

- ▶ Nagpur orange is GI tagged. The fruit has a pock marked exterior and sweet and juicy pulp.
- ▶ The orange crop here grows twice a year. It is rich source of Vitamins like C, A and B. It gives the city of Nagpur its pseudonym ‘Orange City’.

### Bhiwapur Chilli

- ▶ Bhiwapur chilli is GI tagged owing to dark reddish colour, unique taste which doesn't affect the throat and esophagus and is excellent source of Vitamin A, B, B6 and C. It is grown in Bhiwapur village of Nagpur district.

### Agarbatti

- ▶ Agarbatti manufactured from district involves no chemicals and is a fast moving (FMCG) product with good shelf life. Agarbatti aroma is known to reduce anxiety and tension.

### Cotton and Processing

- ▶ 1.53 lakhs MT cotton is produced in Nagpur district annually. BT cotton grows in the district, which is pest resistant plant cotton variety. Cotton fibre is sustainable and natural polymer. It is 100% biodegradable.

### Karvath Kati Saree and fabrics

- ▶ Karvath Kati saree has originated from Vidarbha region of Maharashtra and is GI tagged due to its unique saw-edged pattern on the border. This saree is handcrafted using tussar silk, which is sourced from Nagpur, Bhandara and Gondia district. The border in the saree is woven with various temple design in different sizes, which makes this product unique.



Wardha



## Wardha District ODOP

Wardha district is the second industrial hub of Vidarbha region of Maharashtra due to its geographical location and good road and rail connectivity. Agriculture is the backbone of the economy of the district majorly contributed by Cotton farming and Soybean cultivation.



ODOP Products	HSN Code	District Hubs
Waigaon Turmeric	09103020, 09103030, 09103090	Waigaon
Pulses (Pigeon Peas)	07136000	Wardha, Arvi, and Hinganghat
Cotton ginning and pressing	52052490, 52010015, 52010019, 52010014	Wardha

### Waigaon Turmeric

- ▶ Maharashtra is second highest turmeric producing state in India
- ▶ Waigaon turmeric has GI tag for organically grown turmeric that is rich in curcumin (above 6 percent, which is considered as good) and also known for many health benefits.
- ▶ It is grown in Waigaon and neighbouring villages, spread over 1300 hectares of land with approximately production of 19,500 tonnes.

### Pulses (Pigeon Peas)

- ▶ Pigeon Peas grown in Wardha district, spread over 55,801 hectares of land with production of 91,263 MT (FY 2020-21). Vidarbha region pigeon pea contains about 22 percent protein content which is three times that of cereals. It is particularly rich in Lysine, Riboflavin, Thiamine, Niacin and Iron.

### Cotton ginning and pressing

- ▶ Approximately 4.75 lakhs MT cotton being produce in Wardha district annually.
- ▶ The cotton plant's cellular structure is strong, creating a tough, tear resistant and durable fabric.
- ▶ The varieties of cotton grown in the district are L-147, 1007, AK-235, 197/3.
- ▶ Cotton fibre is sustainable and natural polymer. It is 100% biodegradable and has a neutral greenhouse gas footprint.





## Gondia District ODOP

Gondia is predominantly a rural district with only two urban centres and 90% of population dependent on agriculture mainly Paddy. The other agriculture produce in the district are Jawar, Linseed, wheat, tur. Gondia city is popularly known as 'Rice City' due to large number of rice mills.



ODOP Products	HSN Code	District Hubs
Rice	10063010, 10063090, 10064000	Morgaon – Arjuni, Gondia
Bamboo Articles	46021100, 44209090	Salekasa

### Gondia Rice

- ▶ India is the top country in rice exports quality in the world.
- ▶ Nagpur region has the highest production of rice in the state. Along with that, Nagpur region is highest exporter of rice from the state,
- ▶ Gondia district is famous for cultivation of Sona Masoori rice.
- ▶ Gondia district is second highest rice producing district in the state.
- ▶ Rice is grown in Gondia district, spread over 1.52 lakh hectares of land with production of 2.75 MT annually (FY 2020-21).
- ▶ Per 100 grams of rice contains 35 mg potassium, 0.4 g fibre, 2.7 g protein, 5% Vitamin B6, 3% Magnesium and 1% calcium and 1% Iron.

### Bamboo Articles

- ▶ Bamboo products are eco-friendly. Bamboo as a plant is naturally pest resistant, 100% biodegradable, antifungal, antibacterial, and regrows to its adult size in 3 to 5 years.
- ▶ The articles prepared from Bamboo in the district includes decorative wicker vases, cane furniture, cane baskets, decorative articles, toys, etc.
- ▶ 25 units of bamboo artisans present in Tirode and cluster is present in Salekasa with 200 plus Artisans and 20 SHGs.
- ▶ The local products of bamboo are famous among tourist and export market.



## Bhandara District ODOP

Bhandara district is known as 'Rice Bowl of Maharashtra', because of its large production of rice. Bhandara district has a mixed economy with agriculture, industries and forest resources. Bhandara town is also known as "Brass City" owing to the presence of a large brass products industry.



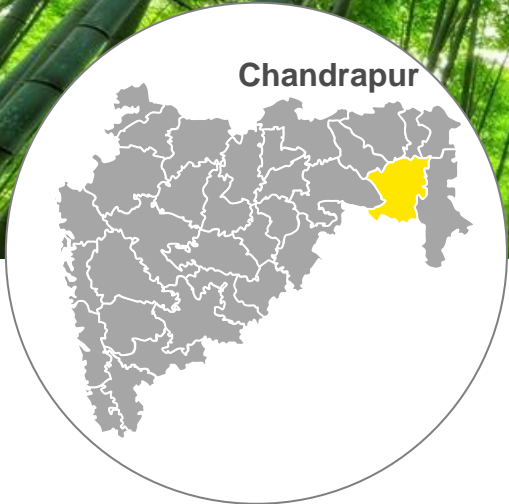
ODOP Products	HSN Code	District Hubs
Rice	10063010, 10063090, 10064000	Tumsar and Bhandara

### Bhandara Rice

- ▶ India is the top country in rice exports in the world.
- ▶ Nagpur region has the highest production of rice in the state. Along with that, Nagpur region is highest exporter of rice from the state,
- ▶ Chinnor, Dubhraj, Kalikammod, these scented rice varieties famous in Bhandara district
- ▶ Bhandara district is third highest rice producing district in the state.
- ▶ Rice is grown in Bhandara district, spread over 1.18 lakh hectares of land with production of 2.6 MT annually (FY 2020-21).
- ▶ Per 100 grams of rice contains 35 mg potassium, 0.4 g fibre, 2.7 g protein, 5% Vitamin B6, 3% Magnesium and 1% calcium and 1% Iron.
- ▶ The rice is being exported to Middle East, African countries, European Countries and North and South America.

### Bhandara District USP

- ▶ Bhandara district is known as 'Rice Bowl of Maharashtra'.
- ▶ Falls on NH-6, and has good connectivity to major cities like Nagpur, Mumbai, Raipur, etc.
- ▶ As per NABARD report, the district has good banking network with 93 branches of commercial banks, 21 Vidarbha Konkan Gramin Bank, 46 Bhandara DCCB and 368 PACS.
- ▶ National Dairy Research Institute is situated in the district.



## Chandrapur District ODOP

Chandrapur district is known for rice production and bamboo cultivation. The district ranks fourth in rice production within the state. The district is known for its super thermal power station, vast reserves of coal in Wardha Valley Coalfield and large reservoirs of limestone.



ODOP Products	HSN Code	District Hubs
Bamboo	14011000	Mul Road, Chandrapur, Pombhurna
Bamboo Articles	48236100, 44209090, 46021100	Mul Road, Chandrapur, Pombhurna

### Bamboo

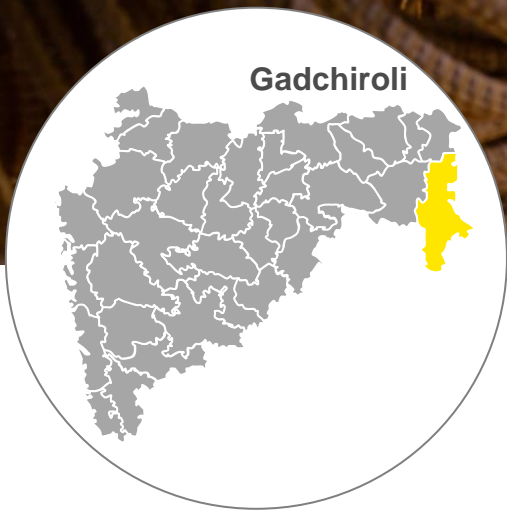
- ▶ Bamboo plant is naturally pest resistant. It is 100% biodegradable, antifungal, antibacterial, and regrows to its adult size in 3 to 5 years.
- ▶ Chandrapur district 67,214 hectare of land is covered under Bamboo cultivation.
- ▶ Bamboo has been used as a construction material in certain areas.
- ▶ Bamboo has natural anti-inflammatory properties and can be used for pharmaceutical purpose.

### Bamboo Articles

- ▶ Bamboo products have the highest durability and can be used in extreme conditions.
- ▶ Bamboo products are eco-friendly . It is 100% biodegradable, antifungal, antibacterial, The articles prepared from Bamboo includes decorative wicker vases, cane furniture, cane baskets, etc.
- ▶ Bamboo articles can be stained or painted and looks beautiful in its natural state.

### Chandrapur District USP

- ▶ Good rail and road connectivity to major cities
- ▶ Known for thermal power plant and large deposits of coal
- ▶ Sesame is harvested on a large scale in the district
- ▶ Ballapur Industries (BILT), one of the world's 100 largest and India's largest paper manufacturer situated in the district.
- ▶ Paper mills in the district are locally sourced – raw materials such as bamboo, wood, sabia grass, rage, yarn waste, etc.
- ▶ Chandrapur have various cement factories and ferro-manganese and silico manganese plant.



**Gadchiroli**

**Gadchiroli District ODOP**

Gadchiroli is well-known for bamboo and forest produce. The district is categorised as tribal, with farming as the main occupation. Paddy is the main agricultural product. Silk is also largely produced in the district. Other agriculture produce are sorghum, linseed, pigeon pea and wheat.



ODOP Products	HSN Code	District Hubs
Bamboo	14011000	Darachi and Kondawahi
Bamboo Articles	48236100, 44209090, 46021100	Darachi and Kondawahi

**Bamboo**

- ▶ Bamboo plant is naturally pest resistant. It is 100% biodegradable, antifungal, antibacterial, and regrows to its adult size in 3 to 5 years.
- ▶ Gadchiroli district 3,30,580 hectare of land is covered under Bamboo cultivation.
- ▶ Bamboo has been used as a construction material in certain areas.
- ▶ Bamboo has natural anti-inflammatory properties and can be used for pharmaceutical purpose.

**Bamboo Articles**

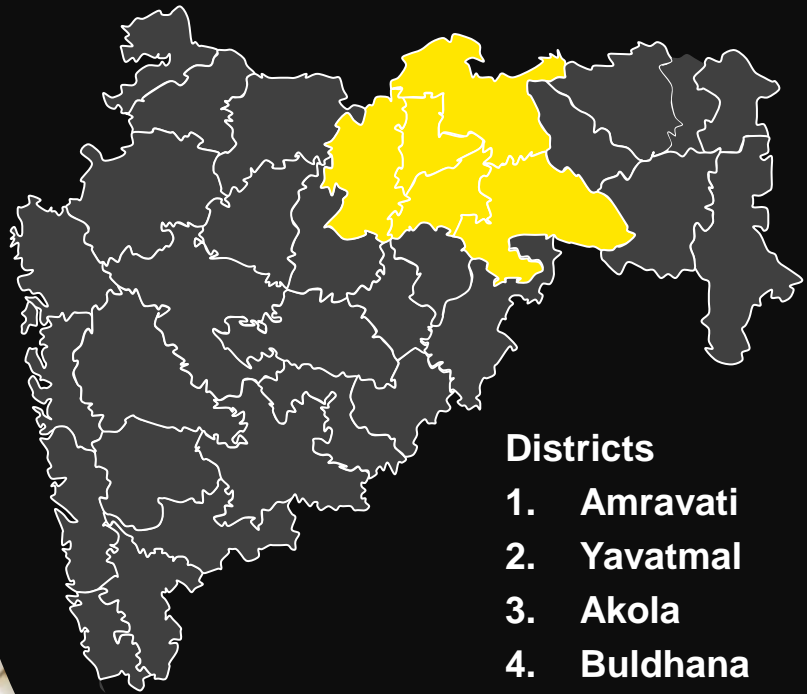
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- ▶ Bamboo articles can be stained or painted and looks beautiful in its natural state.

**Gadchiroli District USP**

- ▶ Around 76% of the geographical area of the district is under forest (1133 thousand hectare).
- ▶ The climate of the district is also suitable for horticulture and plantation of crops like Mango, Guava and Amla, etc.
- ▶ The other agriculture produce from the district includes Jawar, Linseed, Tur and Wheat.
- ▶ The total bamboo area in Maharashtra – 3,354 sq. km. Out of this, 3,153 sq. km., 94% alone is in Gadchiroli and Chandrapur together.

# Amravati Region

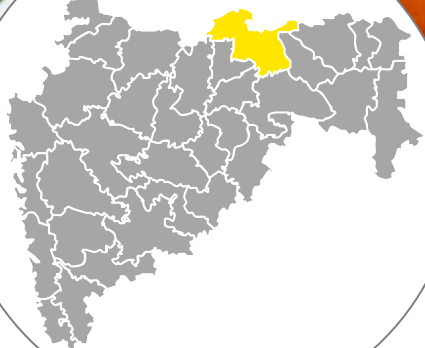
*The region's economy is primarily agriculture-based, and cotton is the primary commodity and having major allied industries focused on cotton and textile processing.*



## Districts

1. Amravati
2. Yavatmal
3. Akola
4. Buldhana
5. Washim

## Amravati



## Amravati District ODOP

Amravati district is the main growing region for cotton and Tur. Betel leaves, piper longum, orange and banana are other crops grown in the district. The district has a textile park in which some companies are engaged in Yarn, Fabric and Readymade garment Export.



ODOP Products	HSN Code	District Hubs
Oranges	08051000	Morshi, Warud, Chandur Bazar and Achalpur
Cotton and Cotton seed oil	52010015, 52029900, 15162019	Amravati, Chandur Railway, Dhamangaon, Teosa, Nandgaon Khandeshwar, Achalpur

### Oranges

- ▶ Amravati Oranges have these 5 characteristics which made it unique – Size, number of Seeds, Chemical properties, sweet-sour flavour and aroma result of a unique acid-sugar blend.
- ▶ The production of oranges in Amravati district for FY 2020-21 was around 6 Lakh MT, which is highest in Maharashtra (around 60%) and the district is currently exporting to countries like Bangladesh and Nepal in huge quantity.

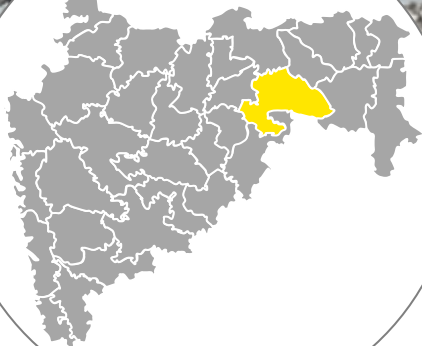
### Cotton and Cotton Seed Oil

- ▶ Cotton is grown in huge quantity in Amravati district (around 90,000 MT in FY 2020-21).
- ▶ Amravati has are around 100 ginning and pressing factories, 50 Oil mills producing cotton seed oil, cotton seed oil cake and soap. Also there are around 10 cotton yarn manufacturers which produces yarn of export quality.
- ▶ Cotton Seed Oil is used as an edible oil and cotton seed oil cake is used to feed cows and buffalos so that they can yield more milk.

### District USP

- ▶ Amravati district has a Textile Park located in Nandgaonpeth with presence of companies like Raymond and Siyaram.
- ▶ Amravati district has black soil which is considered best soil type for growing cotton.
- ▶ Nagpur ICD is just 156 Km away from District with a travel time of 2.30 Hr.
- ▶ Top 5 exporting product from district are Cotton Yarn, Cotton Bales, Readymade Garments and Oranges

## Yavatmal



## Yavatmal District ODOP

Yavatmal is known as Cotton City as cotton is main agriculture produce from the district besides cotton Jowar, soyabean. The district has Dolomite and Limestone mines in Wani. Cotton Bales, Denim, Cotton Yarn, sugarcane etc. are the top exporting products from the district.



ODOP Products	HSN Code	District Hubs
Cotton	52010015, 52010019, 52010014	Yavatmal, Wani, Ghatanji, Digras, Pusad
Dolomite and Limestone	25222000, 25181000	Wani

### Cotton

- ▶ Yavatmal district has black soil which is most suitable soil for growing cotton.
- ▶ Yavatmal district produces highest cotton in Amravati region (1,16,756 MT in FY 2020-21).
- ▶ There are around 100 cotton ginning and pressing factories in Yavatmal district.
- ▶ Exports of cotton from Yavatmal is INR 368.06 crore contributing 10.09% of State cotton exports (INR 3647.61) in FY 2021-22 (till January 2022).

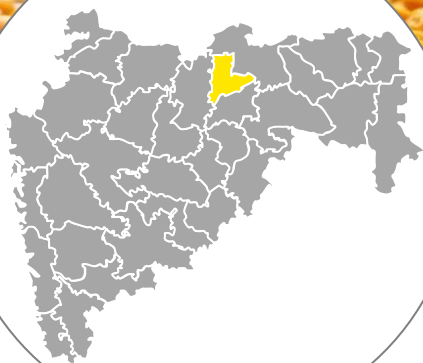
### Dolomite and Limestone

- ▶ There are Dolomite and Limestone mines in Yavatmal district spread across 116.13 Hectares.
- ▶ The annual production of Limestone and dolomite is around 1.5 Cr Tonnes.
- ▶ Dolomite minerals are commonly used in steel manufacturing used for filtration and processing drinking water
- ▶ Dolomite powder is used in applications such as steelmaking, cement manufacturing, agriculture, ceramics, glass, rubber, and mining.

### District USP

- ▶ Yavatmal district has a mini textile park in Wani. Textile companies like Raymond, Sara Spintex, Gurulaxmi Cottex, Rana Denim etc. have their plants in the district
- ▶ Yavatmal district has Dolomite and Limestone mines which is spread around 200 Hectore of land.
- ▶ Top 5 exporting product from district are Cotton Bales, Denim, Yarn, Other Cane Sugar and Sugar cubes.
- ▶ Yavatmal is one of the highest producer of soybean in Maharashtra when it comes to the area under cultivation. Another major crops produced in the district are Tur and Turmeric.

## Akola



## Akola District ODOP

Akola district economy is mostly agriculture based. Cotton and Jawar are the predominant crops grown in the district. Oil and Dal mills are the major activities in the district. Cotton bales, rice, Soyabean meal etc. are the top exporting products from Akola district.



ODOP Products	HSN Code	District Hubs
Pulses Dal (Pigeon Peas)	07136000	Akola, Akot, Murtijapur
Cotton	52010015, 52010019	Akola, Borgaon Manju, Akot

### Pulses Dal (Pigeon Peas)

- ▶ Vidarbha region pigeon pea contains about 22 percent protein content which is 3 times that of cereals.
- ▶ Dal are grown in huge quantity in Akola district (66,500 MT production in FY 2020-21).
- ▶ There are around 100 dal mills in Akola district which is highest in Amravati region.

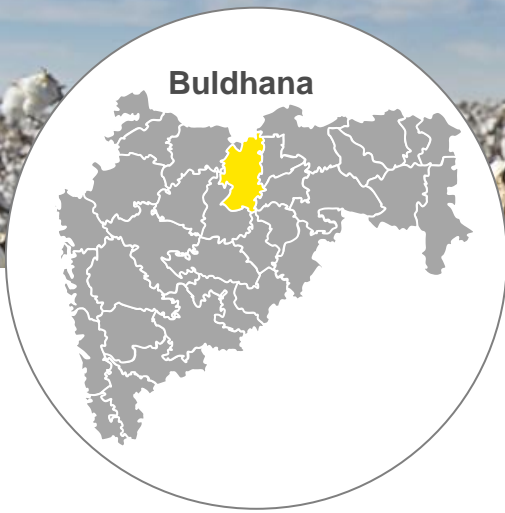
### Cotton

- ▶ Akola district has black soil which is considered best soil for growing cotton.
- ▶ Cotton is grown in huge quantity in Akola district (46400 MT production in FY 2020-21).
- ▶ There are around 50 cotton ginning and pressing factories in Akola district.
- ▶ Exports of cotton from Akola is INR 111.97 crore contributing 3.07% of State cotton exports (INR 3647.61) in FY 2021-22 (till January 2022).

### District USP

- ▶ Akola district is known for its Dal Mill and there are more than 100 Dal mills units in district
- ▶ Sangha Textile cluster is proposed at Borgaon Manju.
- ▶ Top 5 exporting product from district are Rice, Cotton Bales, Meals of Soyabean, medicine and API (Active Pharmaceutical Ingredient) and Yarn.
- ▶ The textile mills in the district are developing supported by availability of cotton.
- ▶ Banana is a major agriculture produce which is cultivated in Akot tahsil.





## Buldhana District ODOP

Buldhana district economy is majorly agriculture based. Cotton, sorghum and other cereals, oilseeds, soybean, sunflower, and groundnuts are the predominant crops grown in the district. Khamgaon and Malkapur are the major cotton trading towns in the district.



ODOP Products	HSN Code	District Hubs
Cotton	52010015	Buldhana, Khamgaon, Malkapur, Chikhali

### Cotton

- ▶ Cotton, one of the most important fibre and cash crop, is grown in abundance in Buldhana with around 66000 MT production in FY 2020-21.
- ▶ Buldhana district has black soil which is considered most suitable soil for growing cotton.
- ▶ It provides the basic raw material (cotton fibre) to cotton textile industry.
- ▶ Availability of raw material cotton in Buldhana has fuelled development of cotton ginning and processing factories in District. There are around 50 ginning and pressing factories in Buldhana district.
- ▶ Exports of cotton from Buldhana is INR 58.17 crore contributing 1.59% of State cotton exports (INR 3647.61) in FY 2021-22 (till January 2022).

### District USP

- ▶ Major crops grown in Buldhana are Cotton, Jawar, cereals, oilseeds, soybean, sunflower, and groundnuts. Khamgaon and Malkapur are the major cotton trading towns in the district. Buldhana district produces seeds and chemical of export quality.
- ▶ Buldhana district has HUL plant located in Khamgaon which produces Bath soap of Export quality.
- ▶ Top 5 exporting product from district are Chemical, Bath Soap, Cotton Bales, Soyabean Oil Cake and Aromatic Ether.
- ▶ The Indian Council for Agriculture research has developed Centre Krishi Vigyan Kendra in Jalgaon Jamod of Buldhana district.



## Washim District ODOP

Washim district economy is mostly agriculture based with Soybean, Cotton, Tur, followed by citrus orchards and vegetables like lime, banana, papaya and mandarin. The top exporting product from the district are Soyabean meal or Soya DOC, Lecithin, cotton bales, dried turmeric.



ODOP Products	HSN Code	District Hubs
Soyabean Products	23040090	Washim, Risod, Malegaon, Karanja

### Soyabean Products

- ▶ Washim District majorly produces Soyabean with around 5,29,022 MT production in FY 2020-21.
- ▶ Allied industries such as soyabean extracting plants have developed in the district.
- ▶ Soyabean product, a feed supplement, is considered a premium product because of its high digestibility, high energy content and consistency. It is an excellent source of protein and is used extensively in feed for swine, & dairy cattle, poultry, and aquaculture.

### District USP

- ▶ The district has two big soyabean extracting plant which are engaged in exports.
- ▶ Top 5 exporting product from district are Other Solid residue from Extraction of Soyabean, Lecithin, Cotton Bales, Turmeric and Dryer for wood, paper pulp.
- ▶ Top 5 exporting countries from district are Kuwait, Italy, China P Rp, Bangladesh Pr and Netherland.
- ▶ Washim is the largest producer of sorghum in region along with Malegaon and Mangarulpir.
- ▶ Wheat is produced in majorly Risod, Washim and Manora talukas.
- ▶ Green Chickpea is also cultivated on a large scale in Mangarulpir.
- ▶ Other crops include sugarcane, oranges and betel leaf. Washim, Risod and Karanja have orange orchards.



# ODOP Promotion Strategy

- *District as Export Hub*
- *ODOP Clusters & Infrastructure*
- *Branding & Promotion*
- *Ease of doing Exports*
- *Capacity Building*

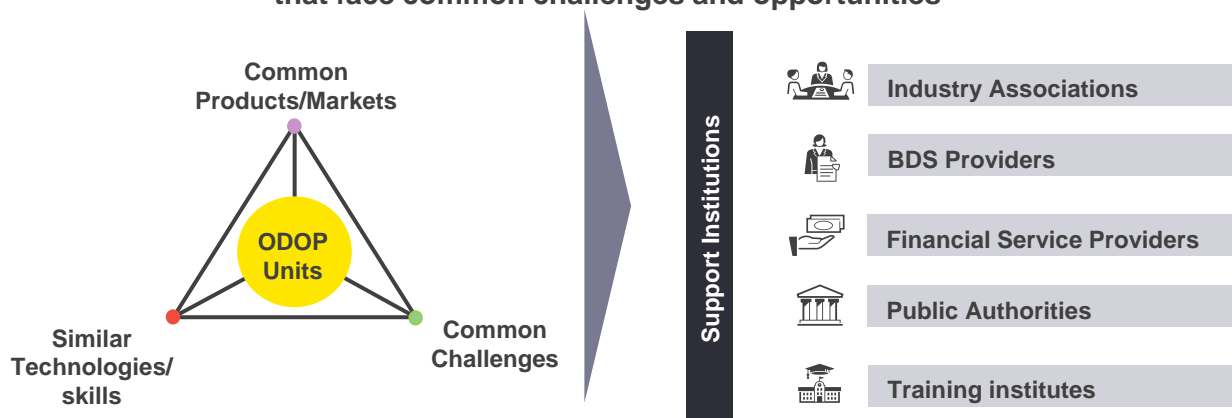
# Road Map for ODOP in Maharashtra

## ODOP Promotion Strategy

Actionable	District as Export Hub	ODOP Clusters & Infrastructure	Branding & Promotion	Ease of doing Exports	Capacity Building
<b>Activities</b>	<ul style="list-style-type: none"> <li>▶ Identifying one Agriculture, Handicraft and Manufacturing product for export promotion</li> <li>▶ Value chain Analysis for prioritized products (ODOP) in districts</li> <li>▶ Gap analysis and Diagnostic study report for Export Promotion for Districts</li> </ul>	<ul style="list-style-type: none"> <li>▶ District wise identification of Existing and potential ODOP clusters</li> <li>▶ Gap analysis and Diagnostic study</li> <li>▶ Leveraging GoI Scheme like MSE-CDP, TIES etc. for infra development</li> </ul>	<ul style="list-style-type: none"> <li>▶ Promoting Products through GI tagging, Conventional and digital channels</li> <li>▶ Country and Product specific Market outreach programs based on Analytics</li> <li>▶ Partnering with Export associations/ Country Missions and participation in Expos.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Improving ranking in Export Preparedness Index (EPI)</li> <li>▶ Integrating export portal with single window portal of State MAITRI</li> <li>▶ Setting up Dedicated Exporters help desk</li> <li>▶ Creation of Export Guide book for exporters</li> <li>▶ Streamlining regulatory environment</li> </ul>	<ul style="list-style-type: none"> <li>▶ Export oriented skill development programmes in design, quality, regulations and promotion</li> <li>▶ Department to promote sector and product specific quality control programmes</li> </ul>
<b>Outcome</b>	Increase in Entrepreneurs and Employment	Better Industrial Infrastructure	Increase in Global Market Penetration	Decrease in cost of doing business	Increase in availability of skilled manpower

## ODOP Cluster & Infrastructure - Promotion of Product specific export clusters

Geographical concentrations of inter-connected enterprises and associated institutions that face common challenges and opportunities



More than 55 ODOP based clusters are being developed in Maharashtra. Industrial Infrastructure Funding through Various Central Government Schemes like MSE-CDP, TIES, etc.

# Road Map for ODOP in Maharashtra

## Branding & Promotion

Export Promotion	Branding and Buyer Identification	Geographical Indication (GI) registration	List of 33 GI tagged products	
			District	GI tagged products
<ul style="list-style-type: none"> <li>▶ <b>2<sup>nd</sup> rank in exports in India</b> in FY 2020-21 with exports of INR 4,31,699.84 crore (20% of India exports).</li> <li>▶ <b>Sector/Product Specific Clusters</b> – identification and promotion of ODOP products.</li> <li>▶ <b>6 Agri-Export Zones for ODOP products</b> – Grape, Banana, Mangoes, Kesar Mango, Oranges &amp; Pomegranate.</li> <li>▶ <b>30 Outreach activities and 68 DEPC meeting</b> - conducted at district level.</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Opportunity diversification study</b> - For ODOP products conducted to locate potential markets.</li> <li>▶ <b>Export Haat</b> – With the support of DGFT, the state is setting up Export Haat for branding and buyer identification</li> <li>▶ <b>Branding of GI tagged products at International market</b> - The state along with Export Promotion Councils (EPCs) are promoting and branding ODOP products</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Maharashtra rank 3<sup>rd</sup> in GI registration</b> – 33 GI tagged products from 36 districts of the state.</li> <li>▶ <b>Geographical Indicator (GI) products identification</b> - For every district pertaining to local strength and resources available.</li> <li>▶ <b>GI Registration Procedure</b> – The procedure for GI product registration is mentioned in the state Export Guidebook.</li> </ul>	<b>Nashik</b>	Nashik Valley Wine, Nashik Grapes, Lasalgaon Onion
			<b>Jalgaon</b>	Jalgaon Banana, Jalgaon Bharit Brinjal
			<b>Nandurbar</b>	Navapur Tur Dal
			<b>Ratnagiri</b>	Ratnagiri Kokum, Alphonso mango, Vengurla Cashew, Marine products
			<b>Sindhudurg</b>	Sindhudurg Kokum, Vengurla Cashew, Alphonso Mango
			<b>Palghar</b>	Dahanu Gholvad Chikoo, Warli Painting
			<b>Pune</b>	Auto and engineering, Electrical/Electronics, Food processing
			<b>Satara</b>	Waghya Ghevada, Mahabaleshwar Strawberry
			<b>Sangli</b>	Sangli Raisins, Sangli Turmeric
			<b>Kolhapur</b>	Kolhapur Jaggery, Kolhapuri Chappal, Engineering
			<b>Solapur</b>	Solapur Chaddar, Solapur Terry Towel, Solapur Pomegranate, Mangalwedha jowar
			<b>Nagpur</b>	Nagpur Orange, Bhiwapur Chilli, Karvath Kati Sarees
			<b>Wardha</b>	Waigaon Turmeric
			<b>Aurangabad</b>	Paithani Sarees & Fabrics, Marathwada Kesar Mango
			<b>Beed</b>	Beed Custard Apple
<b>Jalna</b>	Jalna Sweet Orange			

## Market Outreach & Forward Linkages

### Connecting with Buyers, Export Organizations, and Embassies

- ▶ Collaboration and matchmaking with various export organizations, trade bodies & embassies of countries in India and abroad through events like trade Expo's, Fairs etc. for exporters
- ▶ Helping Exporter for international sales and distribution tie-ups

### Information Dissemination

- ▶ Act as a facilitator by gathering and disseminating information on linkage opportunities to Exporters.
- ▶ Focusing on specific capabilities and needs of the buyers and suppliers and working with them to reach global value chain arrangements for their products

### Access to Market

- ▶ Enablers for Maharashtra: Logistic network, Digital payments, Ecommerce Familiarity
- ▶ Designing Growth strategy for Market Expansion, Market Access, International Tie-up for State Products
- ▶ Expand into new markets and attempts to maximise asset utilisation

# Invest in Maharashtra

## Maharashtra State Highlights

<b>Largest Share in FDI</b>	Attracted USD 20 Bn FDI in FY 2019-2020; accounting for 28% of India's share.
<b>High Per Capita income state</b>	Maharashtra has one of the highest Per Capita Income in India at \$2900 in 2019-20.
<b>State of the Art Infrastructure</b>	5 International & 13 domestic airports, 2 major and 53 minor ports, and largest power capacity.
<b>Highest number of industrial areas</b>	289 Maharashtra Industrial Development Corporation (MIDC) industrial areas and industrial land availability of 82213 Ha
<b>Best quality Workforce</b>	Maharashtra has the highest employable talent in India at 68%
<b>Ease of Doing Business</b>	State with maximum investment (domestic as well as FDI) and the highest industrialized State in the country.
<b>Leader in Manufacturing</b>	Maharashtra contributes to 15% of the industrial output in India.
<b>Leader in Services</b>	Maharashtra has the highest share of services sector in the Gross State Domestic Product in India.
<b>Leader in Exports</b>	Maharashtra has one of the highest value of exports; accounting for 20% of India's exports.

## Maharashtra Industry, Trade & Investment Facilitation (MAITRI) Cell *State single window for Investor facilitation and EODB*



### Single Window System for Industry Approvals

- Single point of contact for grant of all industry related approvals.
- Application tracking, Monitoring and Evaluation Mechanism.
- Clearing house for business related information
- A transparent and speedy platform for information dissemination.
- Dashboard for department officers to monitor applications.

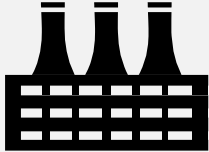


**Address:** c/o. Maharashtra State Small Scale Industries Development Corporation (MSSIDC), 'Krupanidhi' Building, 9, Walchand Hirachand Marg, Ballard Estate, Mumbai – 400038  
**Website:** <https://maitri.mahaonline.gov.in/Home/Home>  
**Email:** maitri-mh@gov.in  
**24 x 7 Helpline:** 18602332028 (Toll Free)  
**Contact:** 91-22-22622362/ 2262 232

### MAITRI Physical Bureau and Facilitation cell

- Various Departments Officers appointed with Development Commissioner (Industries) as the Chairman
- Monthly investor meeting & internal review meetings chaired by Development Commissioner (Industries)
- Online Facilitation and Query Management System: [Web Form](#)

# Maharashtra's Robust Policy Ecosystem for Thrust sectors



**Industrial Policy, 2019 & Package Scheme of Incentives, 2019**



**Aerospace and Defence Manufacturing Policy 2018**



**Fintech Policy 2018**



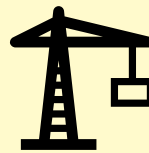
**Electric Vehicle and related Infrastructure Policy 2021**



**Textile Policy 2018**



**Dedicated Food Processing Incentives 2021**



**Integrated Logistics Parks Policy 2018**



**Incentive for Development of Integrated Industrial Area - 2018**



**IT/ITeS Policy 2015  
New 2022 Policy to be launched soon**



**Electronic & Fab Policy 2018**



**Maharashtra Coir Policy 2018**



**Cloud Computing Policy 2018**

## Relevant Websites:

- MAITRI - <https://maitri.mahaonline.gov.in/Home/Home>
- MIDC - <https://www.midcindia.org/>
- Directorate of Industries - <http://di.maharashtra.gov.in/>
- Maharashtra Export Web Portal - <https://mhexport-maharashtra.in/>

# Maharashtra Global Hub For Investment, Manufacturing And Exports



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**Directorate of Industries (Export Division),  
Industries Department, Government of Maharashtra**

Email: [diexport@maharashtra.gov.in](mailto:diexport@maharashtra.gov.in)

Office: +91 22 2202 8308

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